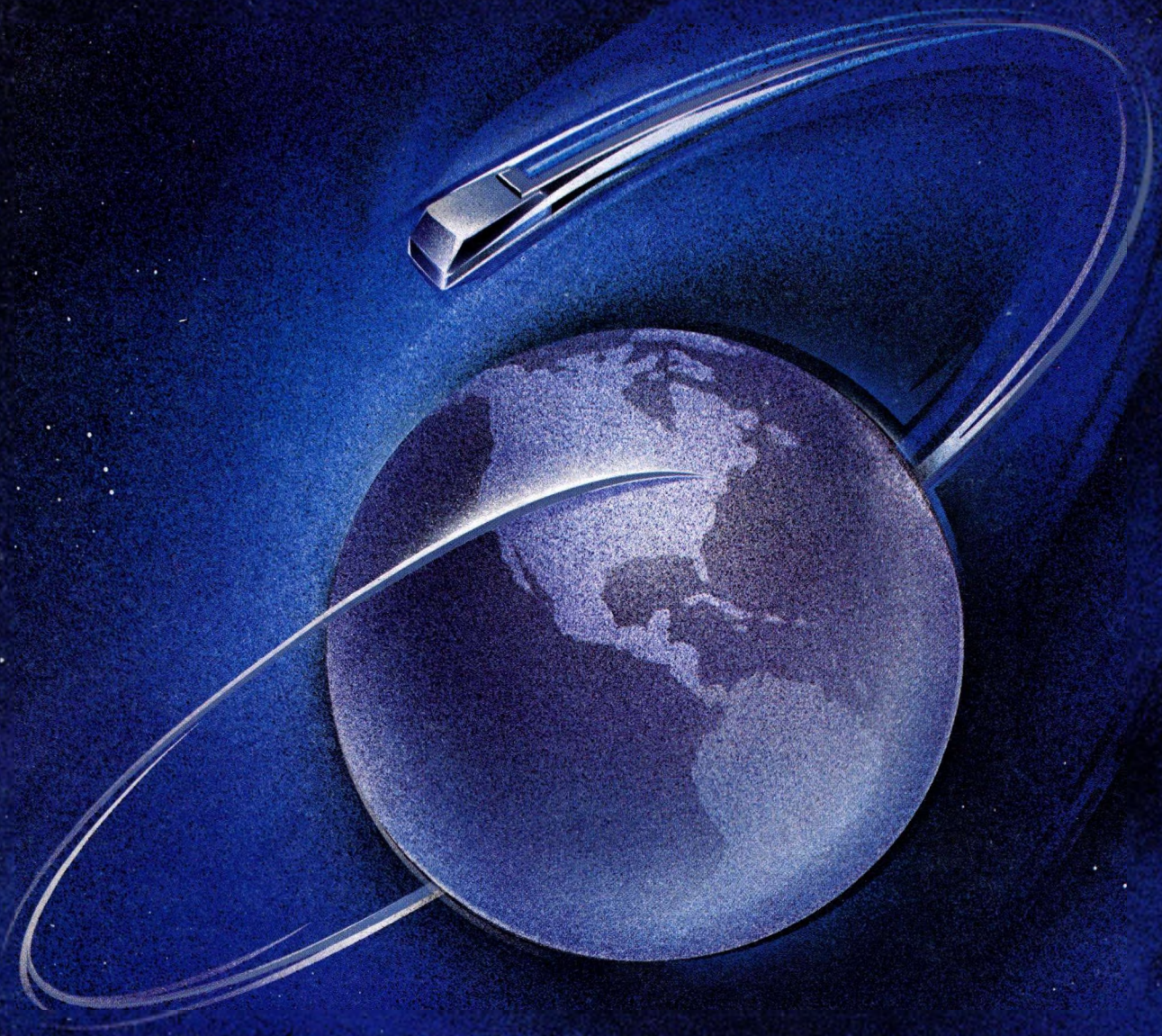
Macworld Exposition



Macworld Exposition Program Guide

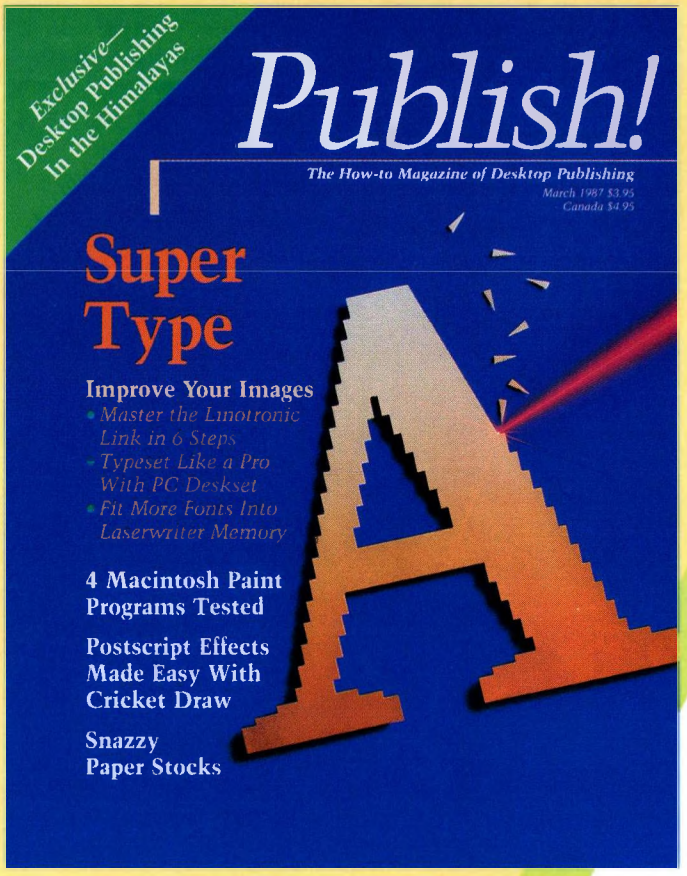
August 11-13, 1987

Bayside Exposition Center

Boston

Macworld Expo Sponsored by *Macworld* -
The Macintosh Magazine

Publish! Accelerates Into Second Year of Excellence



Publish!, the how-to magazine of desktop publishing, is celebrating its first anniversary with a special September issue. Come to **Macworld Expo booth #806** for a free copy of this much anticipated, product–oriented edition. It sports some highlights and a few "firsts," which will show you why *Publish!* truly leads the desktop publishing industry.

Publish! is written, edited, and designed on personal computer–based systems. That's how we stay on the cutting edge of this exciting technology and provide the expert guidance you need to establish and manage your own operation. *Publish!* is your resource for unbiased, professional reviews, practical how-to articles, and the latest news in the fast–moving area of personal computer publishing.

Publish!

The How-to Magazine of Desktop Publishing

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Covering *both* Macintosh and IBM technology, *Publish!* answers *all* your questions about laser printers, scanners, word processors, page makeup programs . . . even the latest personal computer interfaces to commercial typesetting systems. We cover standalone systems as well as completely networked editorial systems. We show you production shortcuts and tricks of the technology, and teach you design, graphics, and other publishing fundamentals.

Find out why *Publish!* is the authoritative publication in its field. When you stop by our booth for your free September issue, pick up a *special show subscription card.* It entitles you to one year (twelve issues) of *Publish!* for just $21.95.

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Welcome

Welcome to MACWORLD EXPOSITION. It is with great pleasure that we once again bring you this extraordinary event from which you will have the opportunity to gather a vast array of knowledge regarding the Macintosh family of computers. MACWORLD EXPOSITION is proud to present you with more than 270 companies exhibiting their hardware, software, peripherals, and services for the Macintosh Community. Combine the SOLD OUT exhibit floor with our comprehensive three-day conference program and you can't go wrong. If it has to do with Macintosh, you will find it at MACWORLD EXPOSITION.

We would like to thank the exhibitors, speakers, and vendors who have helped make the MACWORLD EXPOSITION series of shows the largest Macintosh events in the world.

MACWORLD EXPOSITION and Mitch Hall Associates welcomes your participation and looks forward to a mutually successful three days.

Sincerely,

Mitch Hall
President
Mitch Hall Associates

MACWORLD EXPOSITION would like to thank the following for their generous contributions to the MACWORLD EXPOSITION Show Guide.
Cover Design: Holly Hudson, PC World Communications, Inc.; Cover Illustration: Matthew Foster, PC World Communications, Inc.; and Design and Production: Advanced Computer Graphics, Boston, MA.

EXHIBIT HOURS:
TUESDAY - THURSDAY
11:00 A.M. - 6:00 P.M.

CONFERENCE HOURS:
TUESDAY - THURSDAY
11:15 A.M. - 6:00 P.M.

Conference Program Schedule

Tuesday, August 11

Time		Room
11:15-12:00	The Second Generation: The Revolution Continues .	H
12:00-12:50	Industry Forum: The 1987 Software Developer's Guide (12:00-1:50)	E
	Getting Started on Your Mac	H
	How To Create Professional Presentations	F
	Medical Computing of the Future: Paging Dr. Macintosh!	G
1:00-1:50	Getting Started in Word Processing	F
	Power User Tips #1: Getting the Most Out of Workgroup Computing	H
	The Future of Macintosh Graphics and Animation	G
2:00-2:50	Industry Forum: Vertical Markets and VAR Solutions	F
	Getting Started in Networking	E
	What's Available in Macintosh Accounting Software	H
	How To Become a Power User	G
3:00-3:50	Industry Forum: Mac Software: The Next Generation	H
	Paint Software on the Mac	F
	Relational Database Update, Part 1: Technical Overview	E
	MPW/MacApp Update	G
4:00-4:50	Industry Forum: International Distribution and Marketing	F
	Getting Started in Desktop Publishing	G
	The Mac and CD-ROM	H
	Relational Database Update, Part 2: Meet the Publishers	E
5:00-5:50	Macworld Expo User Group Extravaganza(MUSE, Part I	F
	Bill Atkinson Demonstrates Apple's New HyperCard Software	E

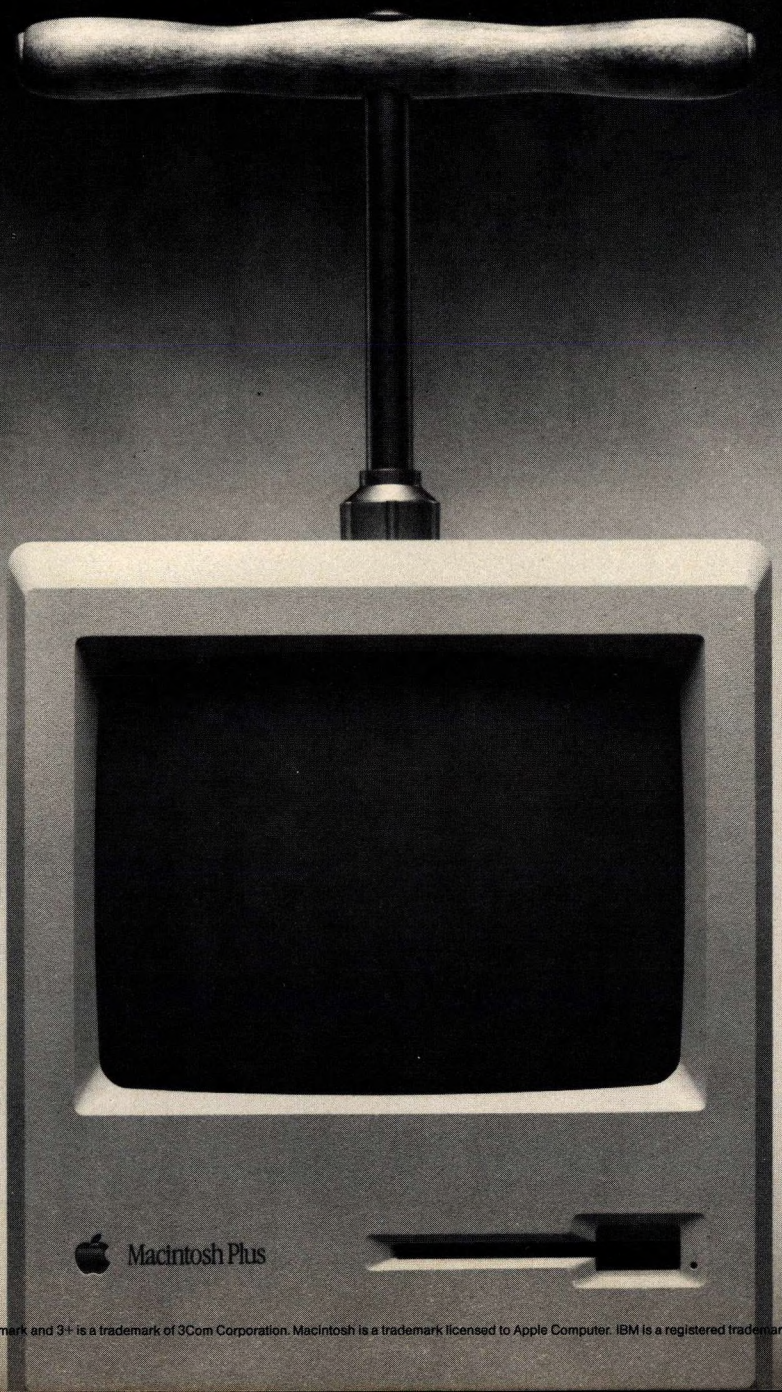
Wednesday, August 12

Time		Room
11:15-12:00	Are Personal Computers There Yet?	F/G
12:00-1:50	Keynote Panel Discussion: The Macintosh in the Future	F/G
2:00-2:50	The Beginner's Guide to Programming Languages	E
	How to Start and Survive in Business on Your Mac	H
3:00-3:50	The Mac Clinic	F
	Desktop Communications Overview	H
	New Adventures in Programming	G
	All About 4th DIMENSION	E
4:00-4:50	The Beginner's Guide to Graphics	F
	CAD on the Mac	G
	Power User Tips #2: Advanced Tips and Tools for Desktop Publishing	E
	Mac Hardware: Making the Smartest Choices	H
5:00-5:50	Macworld Expo User Group Extravaganza (MUSE), Part II	F
	Bill Atkinson Demonstrates Apple's New HyperCard Software	E

Thursday, August 13

Time		Room
11:15-12:00	Success in Software: The Next Decade	H
12:00-12:50	Music on the Mac	F
	The Mac and the Mainframe	H
	Power User Tips #3: Customizing Your System	G
	Multimedia HyperCard: The Imagination's Power Tool	E
1:00-1:50	The Mac in the Law Office	F
	The Future of Desktop Publishing on the Mac	E
	The Developer's Tool Kit	G
	Connecting the Mac to the DEC World	H
2:00-2:50	The Beginner's Guide to Databases	F
	Desktop MTV	E
	The Higher Education Mac Marketplace	H
	Power User Tips #4: How Can I Connect My Mac to _____?	G
3:00-3:50	Enhancing the Power of AppleTalk	E
	Meet the Programmers!	F
	Engineering Solutions on the Mac	G
	UNIX on the Mac: What's New? What's Now?	H
4:00-4:50	The Mac in Education	F
	Maximizing Macs and IBMs in the Same Office	E
	Power User Tips #5: Hard Disk Secrets	G
	The Macintosh Yesterday and Tomorrow	H
5:00-5:50	Macworld Expo User Group Extravaganza (MUSE),Part III	F
	Bill Atkinson Demonstrates Apple's New HyperCard Software	E

AT 11:00 AM AUGUST 11, 1987 3Com BLOWS UP THE MACINTOSH NETWORK.



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Conference Program Descriptions

TUESDAY, AUGUST 11
11:15–12:00

Session 1, Room H
Opening Session:
The Second Generation: The Revolution Continues ....

John Sculley, President and Chief Executive Officer, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

12:00–12:50

Session 2, Room E
Industry Forum:
The 1987 Software Developer's Guide (12:00-1:50)

As the Macintosh software market matures, a few clear rules have emerged for success in developing and publishing software — or at least the rules are clear when you have as much experience as these veteran panelists. You, too, can be launched on the road to fame and fortune in the software world, simply by attending this session and following the advice of our expert panel.

Adam Green, Author/Consultant, 118 Worthen Road, Lexington, MA 02173 *[Moderator];*
Charlie Jackson, President, Silicon Beach Software, P.O. Box 261430, San Diego, CA 92126;
Scott Knaster, Vice President, Engineering, Acius, Inc., 20300 Stevens Creek Boulevard, Suite 495, Cupertino, CA 95014;
Jim Rafferty, Chairman, Development, Cricket Software, Inc., 30 Valley Stream Parkway, Suite #1, Malvern, PA 19355;
Heidi Roizen, President, T/Maker Graphics, 2115 Landings Drive, Mountain View, CA 94043;
Dr. Andrew Singer, Vice President, Think Technologies, Inc., 420 Bedford Street, Lexington, MA 02173.

Session 3, Room H
Introductory Workshop:
Getting Started on Your Macintosh

For those users who are new to the Macintosh, this session covers setting up the Mac on your desk through organizing disks and files for the best use of the various hardware configurations. The System and The Finder are explained, as well as how to modify them to fit the user's needs. Terms such as ROM, RAM, HFS, FKEY, and ID-02 are explained so that the new user can understand them. A user question and answer session will follow.

Andy Reese, Chairman, Apple Corps of Dallas, 11212 Indian Trail, Dallas, TX 75229-3585.

Session 4, Room F
User Seminar:
How to Create Professional Presentations

An exciting new dimension of the Macintosh is its ability to produce professional quality presentation materials. This session will explore the needs of frequent presenters and the methods that are currently being used to make presentations; discuss how the Macintosh architecture provides an ideal platform for presentations production; and provide an overview by leading vendors in this area, including discussions of applications software, desktop slidemaking, and service bureaus.

Dr. William L. Coggshall, President, Desktop Presentations, Inc., 1260 L'Avenida, Mountain View, CA 94043 *[Moderator];*
Robert H. Campbell, President, Forethought, Inc., 250 Sobrante Way, Sunnyvale, CA 94086;
Amanda North, Marketing Manager, Desktop Presentations, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;
Robert T. Wall, Chairman and CEO, Presentation Technologies, Inc., 743 North Pastoria Avenue, Sunnyvale, CA 94086;
Peter Winer, Vice President, Product Development, Living Videotext, 2432 Charleston Road, Mountain View, CA 94043.

Session 5, Room G
User Seminar:
Medical Computing of the Future: Paging Dr. Macintosh

The use of Macintosh computers in clinical, research, and medical education settings is growing. User-friendly interactive technology and optical disk storage now permits easy access to enormous amounts of information. This session for health professionals and developers will discuss the microcomputing needs of the health professional, emphasizing medical education and information management. Two pioneering physician/developers will demonstrate programs representing the Macintosh-eye view of the future of medical education.

Scott Finley, M.D., M.P.H., Co-Director, Medi-Mac Health Users Group, The Boston Computer Society, Five Beals Street, Suite 1, Brookline, MA 02146 *[Moderator];*
Bryan Bergeron, M.D., Senior Systems Analyst, Children's Hospital Medical Center, Harvard Medical School, 300 Longwood Avenue, Boston, MA 02115;
Lyndon S. Holmes, President, Aries Systems Corporation, 79 Boxford Street, North Andover, MA 01845;
Joseph Hutsko, Technical Advisor to the Chairman, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

1:00–1:50

Session 7, Room F
Introductory Workshop:
Getting Started in Word Processing

This session focuses on tools for writers, primarily word processing software. Featured is an overview of the types of products available to writers, including programs that help gather and organize information, outliners, word processors, and utilities such as spelling checkers. The emphasis will be on finding the right tools for a particular job.

David Szetela, Vice President and Editor, *NIBBLE* Publications, 45 Winthrop Street, Concord, MA 01742; and
Keith Thompson, President, Lexington Research, Inc., 9 Meriam Street, Suite 7, Lexington, MA 02173.

Session 8, Room H
Power User Session:
Power User Tips #1: Getting the Most Out of Workgroup Computing

The Mac and AppleTalk have given rise to a new phenomenon in interpersonal/workplace communication: workgroup computing. With the introduction of network software such as AppleShare — along with networked mail, database, and word processing applications — Mac users can now actively share information and communicate electronically to solve problems. This session will offer tips on how to set up, organize, and administer workgroup systems to maximize communications while allowing for flexibility in personal work styles. Panelists will offer examples of some common workgroup solutions.

David Ushijima, Senior Technical Editor, *Macworld,* 501 Second Street, Suite 600, San Francisco, CA 94107 *[Moderator];*
Christopher C. Bryant, Marketing Manager, Desktop Communications, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;
Joseph Hutsko, Technical Advisor to the Chairman, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;

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Conference Program Descriptions

Guy Kawasaki, President, Acius, Inc., 20300 Stevens Creek Boulevard, Suite 495, Cupertino, CA 95014;
Steven M. Ullman, President, InterNet, 20 Amy Circle, Waban, MA 02167;
David Winer, President, Living Videotext, 2432 Charleston Road, Mountain View, CA 94043.

Session 9, Room G
User Seminar:
The Future of Macintosh Graphics and Animation

The technology we've been waiting for is here! Tools we could only dream about yesterday — color, big screens, faster processors, second-generation graphics software — are now at hand, and bode well for technological treats we can expect in the near future. This panel will demonstrate some of the creative possibilities in graphic imaging and interaction, and talk about potential directions for graphics and animation.

Erfert Nielson, Contributing Editor, *Macworld,* 501 Second Street, Suite 600, San Francisco, CA 94107 *[Moderator];*
Jay Fenton, Staff Engineer, Vivarium Project, Apple Computer, Inc., 9155 West Sunset Boulevard, Los Angeles, CA 90069;
Marnie Morris, President, Animatrix, Inc., 2133 Yale, Palo Alto, CA 94306;
Erik Neumann, Programmer, MacroMind, Inc., 1028 West Wolfram Street, Chicago, IL 60657.

2:00–2:50

Session 12, Room F
Industry Forum:
Vertical Markets and VAR Solutions

This session is designed to give VARs and vendors a better perspective on the Macintosh as a specialized business tool. Panelists will address, from their vantagepoint, how the Macintosh can be adapted — using customized software developed by VARs — to meet the needs of specific vertical markets such as health care and real estate. Apple will discuss the vertical market niches its VARs are pursuing, including data on the markets and tools being developed as the Mac increases its penetration in small and medium businesses.

David Needle, Editor, *Computer Currents,* 5720 Hollis Street, Emeryville, CA 94608 *[Moderator];*
Erna Arnesen, VAR Channel Manager, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;
John DiBiasi, President, SoftWorks, Inc., P.O. Box 2285, Huntington, CT 06484;
Michael B. Edwards, President, Health Care Communications, Inc., 245 South 84th Street, Suite 300, Lincoln, NE 68510;
Patrick J. Morgan, President, *Electronic Publisher,* 215 South Street, Excelsior Springs, MO 64024.

Session 13, Room E
Introductory Workshop:
Getting Started in Networking

This session will feature an *AppleTalk Primer,* including how AppleTalk works, what can go wrong, and the costs inherent in an AppleTalk network. Major discussion will focus on specific AppleTalk applications, including IBM PC-to-Mac file transfers, file sharing among Macintoshes, multiuser applications, bridging hardware to networks and mainframe, and a look at electronic mail.

Russell Frye, President, ITCG Computer Systems, Inc., 1315 Eighth Street, Charlestown, MA 02129 *[Moderator];*
Rob Hafer, Director, Macintosh User Group, The Boston Computer Society, One Center Plaza, Boston, MA 02108;
Tracy Licklider, President, Ontio Computer Products, 1692 Massachusetts Avenue, Cambridge, MA 02138.

Session 14, Room H
User Seminar:
What's Available in Macintosh Accounting Software

Accounting software for the Macintosh holds considerable advantages over equivalent IBM products. This session will examine those advantages; provide an overview of currently available Mac accounting software; and discuss the significance of trends stimulated by the Mac interface. Single- and multi-user accounting solutions for managing small and medium-sized businesses will be provided.

Robert L. Haner, Jr., Manager, Peat, Marwick, Main & Co., 345 Park Avenue, New York, NY 10154.

Session 15, Room G
User Seminar:
How to Become a Power User

You're past the intermediate stage, but you haven't quite yet crossed the boundary into power user status on your Macintosh; you know that your Mac can be quickly and easily customized to your specific needs, but aren't sure how to cause that to happen. This session will introduce you to that more sophisticated level of usage, focusing on such topics as: customizing your system fonts and desk accessories; resource editing; and simple file rescuing techniques.

Mark Loncar, Director and SIG Liaison, Los Angeles Macintosh User Group, 12021 Wilshire Boulevard, Suite 349, Los Angeles, CA 90025; and **Bob LeVitus,** Editor-in-Chief, *The Macazine,* 8008 Shoal Creek Boulevard, Austin, TX 78766.

3:00–3:50

Session 17, Room H
Industry Forum:
Mac Software: The Next Generation

As the Macintosh evolves into a powerful workstation-class machine, software developers have started to create new programming technologies and interface designs. In this session, four leading innovators will explore the next generation of Mac software tools and applications, and will offer sophisticated insights into the kinds of products that will dominate the market over the next few years.

Jeffrey Tarter, Publisher, *Soft.letter,* 1679 Massachusetts Avenue, Cambridge, MA 02138 *[Moderator];*
Stephen V. Burakoff, President, Layered, Inc., 85 Merrimac Street, Boston, MA 02144;
Marc Canter, President, MacroMind, Inc., 1028 West Wolfram Street, Chicago, IL 60657;
Adam Hertz, Systems Architect, Lotus Development Corporation, 55 Cambridge Parkway, Cambridge, MA 02142;
David Winer, President, Living Videotext, 2432 Charlestown Road, Mountain View, CA 94043.

Session 18, Room F
User Seminar:
Paint Software for the Mac

An exploration of features and techniques offered by Macintosh paint programs. Learn how you can take advantage of paint software to produce appealing illustrations and graphics. This panel demonstrates the powerful features of the leading paint packages and discusses new paint software directions on the horizon.

Adrian Mello, Senior Associate Editor, *Macworld,* 501 Second Street, Suite 600, San Francisco, CA 94107 *[Moderator];*
Scott Berfield, Jack of All Trades, Mindscape, Inc., 3444 Dundee Road, Northbrook, IL 60067;
Charlie Jackson, President, Silicon Beach Software, Inc., P.O. Box 261430, San Diego, CA 92126;

Phil Lipetz, President, Ann Arbor Softworks, Inc., 5249 Lankershim Boulevard, North Hollywood, CA 91601;
Mark Zimmer, Partner, Fractal Software, Inc., 1747 Bagpipe Way, San Jose, CA 95121.

Conference Program Descriptions

Session 19, Room E
User Seminar:
Relational Database Update, Part I: A Technical Overview

This summer's release of two powerful relational databases for the Macintosh — 4th DIMENSION and dBASE Mac — has spawned an evaluation frenzy among database users. Are these new products as hot as their public relations? How well do they stack up against the current leaders, Helix and Omnis 3? This two-part session will give you the answers to these vital questions.

In Part I: A sample multi-file invoice application will be demonstrated within each database, to give you a side-by-side comparison of all four programs. Special emphasis will be placed on the work involved in creating the application, the limits imposed by each database program, and the performance of the final application.

Adam Green, Author/Consultant, 118 Worthen Road, Lexington, MA 02173.

In Part II: This is your chance to meet the people behind the most powerful databases in the Macintosh market. In a free-wheeling, press-conference style session, you will discover how the publisher of each database plans to win control over this crucial portion of the Macintosh software market. (Part II will be held at 4:00 Tuesday, Session 24.)

Adam Green, Author/Consultant, 118 Worthen Road, Lexington, MA 02173 *[Moderator];*
Daniel Cheifetz, President, Odesta Corporation, 4084 Commercial Avenue, Northbrook, IL 60062;
Guy Kawasaki, President, Acius, Inc., 20300 Stevens Creek Boulevard, Suite 495, Cupertino, CA 95014;
Michael E. Kenny, President, Blyth Software, Inc., 2655 Campus Drive, Suite 150, San Mateo, CA 94403.

Session 20, Room G
Advanced Workshop:
MPW/MacApp Update

This session will bring you up to date on the latest developments in Apple's MPW and MacApp development system products. Particular emphasis will be placed on describing and demonstrating the new features of MPW 2.0 and MacApp 1.1. Future development plans for MPW versions 2.1 and 3.0 and MacApp 2.0 will be discussed. Plenty of time for your questions, too.

Kurt Schmucker, Technical Director, Educational Services Group, Productivity Products International, 27 Glen Road, Sandy Hook, CT 06482 *[Moderator];*
Harvey Alcabes, Product Manager, Developer Tools, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;
Dan Allen, Software Explorer, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;

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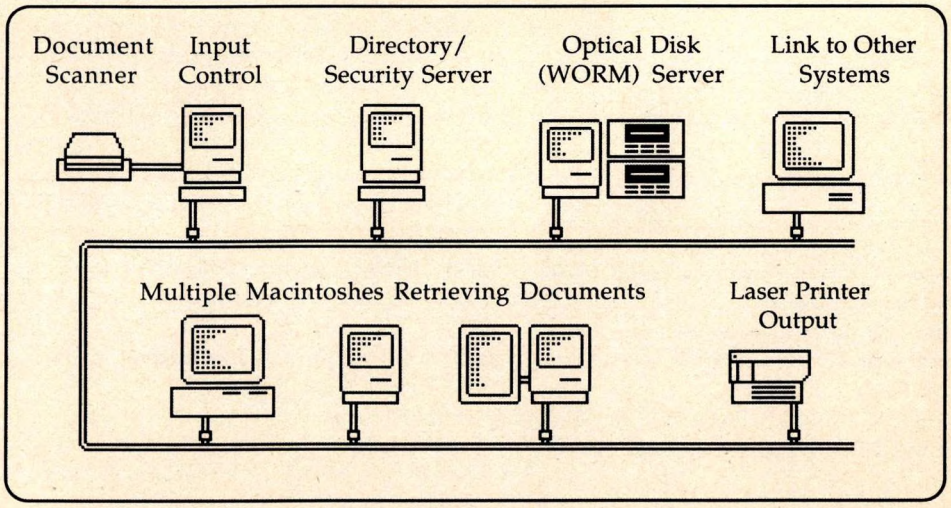

Micro Dynamics, Ltd.
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(301) 589-6300

Come see a demo at booth #1556

Conference Program Descriptions

Jim Thomas, Manager, Development Systems, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;
Paul Zemlin, MPW Product Manager, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

4:00-4:50

Session 21, Room F
Industry Forum:
International Distribution and Marketing

A powerhouse of pointers for those interested in entering or presently working in the international market, including: How U.S. manufacturers and international distributors communicate directly and through third parties. How international distributors select and market products, and how U.S. manufacturers choose between international distributors. What are the similarities and differences between distributors from various countries. Pros and cons of having a U.S. or international office. How the U.S. manufacturer markets products through advertising in international magazines and other media. Why a product might succeed internationally but not domestically, and vice versa. New laws, trade legislature, and export licensing.

Randy Green, President, GreenTree Associates, Inc., One Faneuil Hall Marketplace, Boston, MA 02109 *[Moderator];*
William Chastka, Vice President, Washington Resources International, 1050 Connecticut Avenue, N.W., Suite 300, Washington, D.C. 20036;
Frank Cutitta, Managing Director of International Marketing Services, IDG Communications, P.O. Box 9171, Framingham, MA 01701;
Bernd Flurer, President, ALSO-ABC Trading, Muehlendamm 66, 2000 Hamburg 76, West Germany;
Gunnar Larsson, President, Software Plus of Scandinavia, Gamla Radstugugatan 31, S-600 02 Norrkoping, Sweden;
Richard M. Laskey, Jr., President, Viking International, 325 Boston Post Road, Wayland, MA 01778;
Darragh M. Muldoon, President, Cricket Software, 30 Valley Stream Parkway, Suite 1, Malvern, PA 19355.

Session 22, Room G
Introductory Workshop:
Getting Started in Desktop Publishing

Desktop Publishing on the Mac offers a host of benefits, including control over production schedules, time savings, dollar savings, very quick payback period, a high return on investment, and vastly improved productivity. But choosing the right tools from what is now a confusing array demands some hard decisions. This session is designed to provide you with the background you'll need on the most popular desktop publishing products, including Apple's first and second generation Desktop Publishing solutions, along with tips, insights, and guidelines on how to choose the hardware and software that best meet your particular needs.

Susan Gubernat, Editor, *Publish!* , 501 Second Street, San Francisco, CA 94107 *[Moderator];*
Taylor Barcroft, Publisher and Editor-in-Chief, *MacBriefs,* P.O. Box 2178, Huntington Beach, CA 92647;
Lee Doliber, Principal, Doliber & Skeffington, 69 Dartmouth Street, Boston, MA 02116;
James Felici, Technical Editor, *Publish!,* 501 Second Street, San Francisco, CA 94107;
Marc Kaufman, Principal, Desktop Publishing & Design, 96 South Street, Boston, MA 02111.

Session 23, Room H
User Seminar:
The Mac and CD-ROM

What is CD-ROM? How does it work? What types of things is it being used for? What do hypertext and multimedia mean? What are the advantages of Macintosh and CD-ROM? The answers to these commonly-asked questions (and more!) will be provided in this insightful seminar, whose goal is to educate end users about CD-ROM technology, how the technology is presently being used with the Macintosh, and how the industry experts see it being used in the future.

Denise Caruso, Opinions Editor, *Macintosh Today,* 501 Second Street, San Francisco, CA 94107 *[Moderator];*
Marc Canter, President, MacroMind, Inc., 1028 West Wolfram Street, Chicago, IL 60657;
Roy Endries, President, Multi-Ad Services, 1720 West Detweiller Drive, Peoria, IL 61615;
Andy Poggio, Manager, Optical Media, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

Session 24, Room E
User Seminar:
Relational Database Update, Part II: Meet the Publishers

This summer's release of two powerful relational databases for the Macintosh — 4th DIMENSION and dBASE Mac — has spawned an evaluation frenzy among database users. Are these new products as hot as their public relations? How well do they stack up against the current leaders, Helix and Omnis 3? This two-part session will give you the answers to these vital database questions.
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Adam Green, Author/Consultant, 118 Worthen Road, Lexington, MA 02173 *[Moderator];*
Daniel Cheifetz, President, Odesta Corporation, 4084 Commercial Avenue, Northbrook, IL 60062;
Guy Kawasaki, President, Acius, Inc., 20300 Stevens Creek Boulevard, Suite 495, Cupertino, CA 95014;
Michael E. Kenny, President, Blyth Software, Inc., 2655 Campus Drive, Suite 150, San Mateo, CA 94403.

5:00–5:50

Session 27, Room F
The Macworld Expo User Group Extravaganza (MUSE),
Part I: THE USERS SPEAK OUT — WHAT'S HOT AND WHAT'S NOT

If you haven't yet joined a user group, this is the place to come to see first-hand the kinds of benefits you can expect from being a member. If you already belong to a user group, you'll especially enjoy this session, which will bring together representatives of user groups nationwide for a massive userfest. The purpose of the MUSE sessions is to provide a completely unbiased, knowledgeable source of information on the best, the brightest, the most useful, and the most exciting products on the *Macworld Expo* show floor.
In today's session: Hear what regular users have to say about the state of the Mac community and the new products at the *Macworld Expo*. Stop by and just listen — or speak out yourself!

Jack Hodgson, Founding Director, BCS•MAC, One Center Plaza, Boston, MA 02108 *[Moderator];*
Raines Cohen, Operations Manager, Berkeley Macintosh User Group, 1442A Walnut Street, Suite 62, Berkeley, CA 94709;

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Conference Program Descriptions

Thomas Negrino, Los Angeles Macintosh User Group, 12021 Wilshire Boulevard, Suite 349, Los Angeles, CA 90025;
Bill Rabel, Secretary/Treasurer, Macintosh Downtown Business Users Group, 6743 Beach Drive S.W., Seattle, WA 98136;
Andy Reese, Chairman, Apple Corps of Dallas, 11212 Indian Trail, Dallas, TX 75229;
Donald Rose, DiskMaster, Macademia, P.O. Box 333, Crystal Lake, IL 60014;
Clark Thomas, General Manager, MacInterest-eds, 2305 Elliston Place, Suite C-5, Nashville, TN 37203;
David Ushijima, Senior Technical Editor, *Macworld,* 501 Second Street, Suite 600, San Francisco, CA 94107.
(The MUSE is a complimentary service provided to all Macworld Expo attendees; it is not restricted to those who have purchased a conference ticket.]

Session 28, Room E
Bill Atkinson Demonstrates Apple's New HyperCard Software

This panel of developers of Apple's new HyperCard hypermedia toolkit, led by Bill Atkinson of MacPaint fame, will demonstrate the program and its uses, and talk about how and why Apple created HyperCard. Some notable early users of HyperCard will describe their experiences with this exciting innovation, and provide a forecast of HyperCard products they expect to see.

Bill Atkinson, Apple Fellow; and **Chris Espinosa,** Product Manager, Systems Software, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014 *[Moderators];*
Fabrice Florin, President, Worldview Communications, 624 Cabrillo Street, San Francisco, CA 94118;
Danny Goodman, Contributing Editor, *Macworld,* 501 Second Street, Suite 600, San Francisco, CA 94107;
Edmond C. Kelly, Jr., Editorial Manager, CD Consumer Division, Microsoft Press, 16011 N.E. 36th Way, Redmond, WA 98073;
Dan Winkler, Engineer, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

WEDNESDAY, AUGUST 12
11:15–12:00

Session 31, Room F/G
Special Session:
Are Personal Computers There Yet?

Jean-Louis Gassee, Executive Vice President, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

12:00–1:50

Session 32, Room F/G
Keynote Panel Discussion:
The Macintosh in the Future

A blue-ribbon panel of experts will examine and analyze the Macintosh's current status, with an eye toward future growth, likely directions, and developments for which you should start preparing *now.* A sampling of topics to be discussed includes: Will Apple be a success in the corporate world? Is the Macintosh getting too complicated? What will be the likely impact of the Macintosh II? A critical perspective for all Macintosh users and potential users!

David Bunnell, Editor-in-Chief, *Macworld,* 501 Second Street, Suite 600, San Francisco, CA 94107 *[Moderator];*
Fritz R.S. Dressler, President, FRS Dressler Associates, 103 Waterford Circle, Wallingford, PA 19086;
George Everhart, Director, Business Marketing, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;
Philippe Kahn, President, Borland International, 4585 Scotts Valley Drive, Scottsdale, CA 95066;
Guy Kawasaki, President, Acius, Inc., 20300 Stevens Creek Boulevard, Cupertino, CA 95014;
Jonathan Rotenberg, President, The Boston Computer Society, One Center Plaza, Boston, MA 02108;
Sherman Uchill, President, Sherman Howe Computer Stores, 110 Cedar Street, Wellesley, MA 02181.

2:00–2:50

Session 33, Room E
Introductory Workshop:
The Beginner's Guide to Programming Languages

This introductory session will discuss the variety of programming languages available for the Macintosh: the advantages, disadvantages, and applications of each; pitfalls to avoid; and an overview of available software packages.

Dr. David A. Lingwood, Executive Director, Apple Programmer's and Developer's Association, 290 S.W. 43rd Road, Renton, WA 98055.

Session 34, Room H
User Seminar:
How to Start and Survive in Business on Your Macintosh

With dozens of ways to make money on your Macintosh, the rewards — and the risks — can be enormous. This session describes the creative use of the Macintosh as a business tool, including practical, usable guidelines that *work.* To be covered: Forms of Organization; How to Incorporate; Practical Planning and Financing; Marketing Strategies; and a variety of ways to save money during your startup. A *must* for aspiring entrepreneurs.

F.L. Mike Harvey, President and Publisher, *NIBBLE* Publications, 45 Winthrop Street, Concord, MA 01742.

3:00–3:50

Session 35, Room F
User Seminar:
The Mac Clinic

This special panel of Mac "doctors" has been assembled specifically to answer your questions about the Macintosh, in terms of both hardware and software. The session will begin with answers to the most commonly-asked questions (e.g., *how to avoid disk swaps; how to shortcut common Mac procedures; how to use disk caches and RAM disks,* etc.). An open Q&A session with the audience will follow. This is the place to bring all the Mac questions you've been storing up because you didn't know who to ask!

Cynthia Harriman and **Ben Calica,** Authors and Editors, *The Macintosh Advisor;* and **Jack Hodgson,** Founding Director, Macintosh User Group, The Boston Computer Society, One Center Plaza, Boston, MA 02108.

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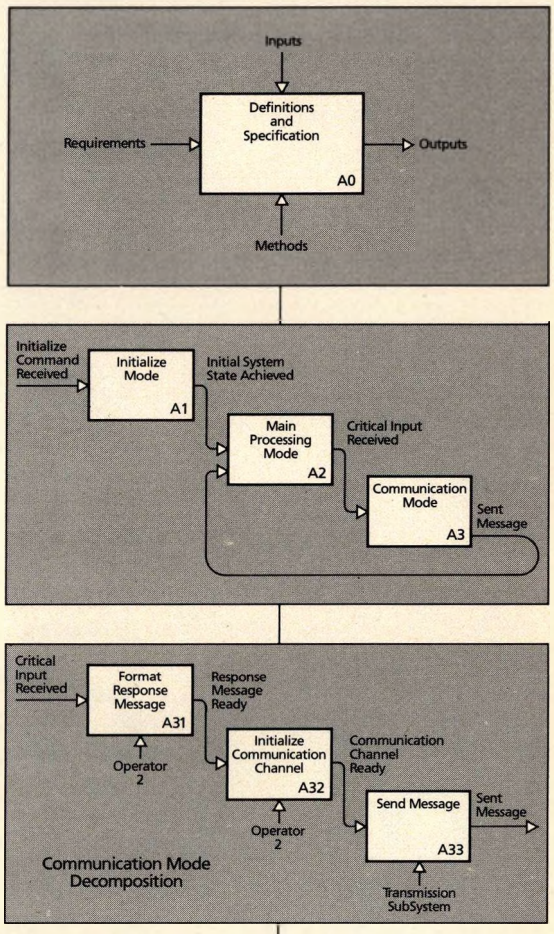

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MacWorld Expo 8/87

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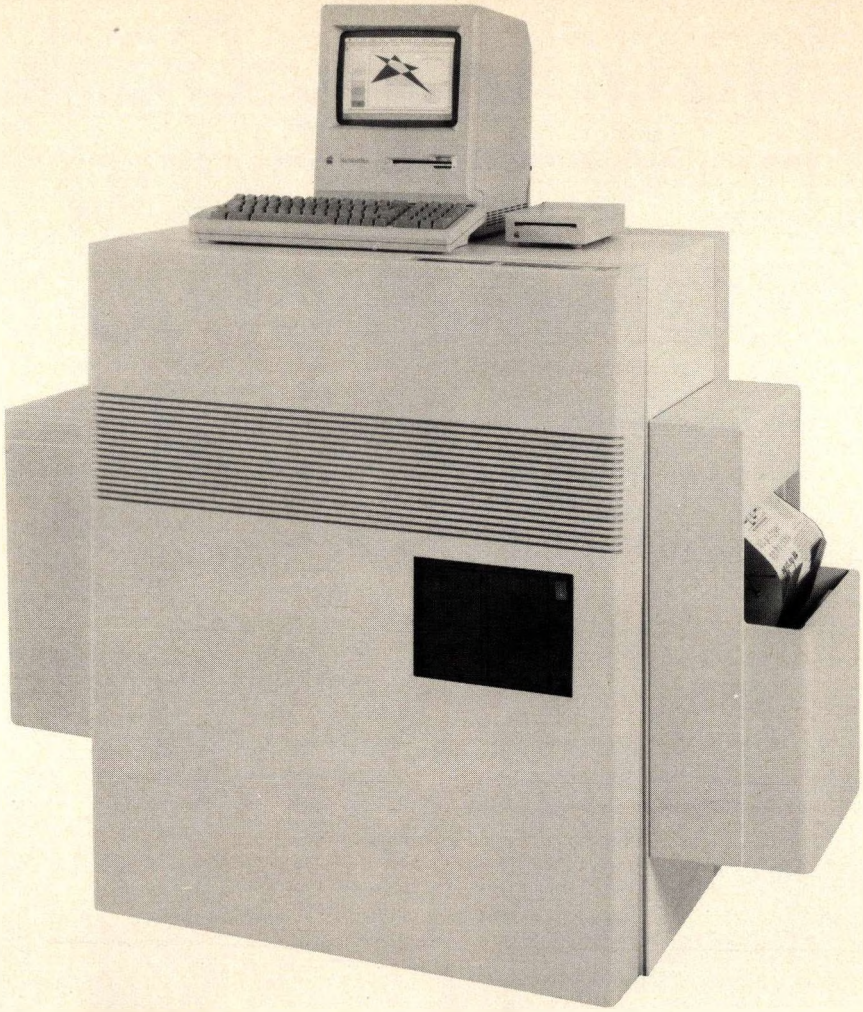

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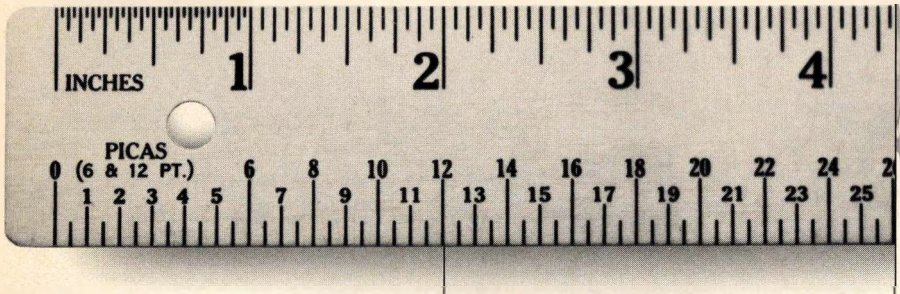
The CG 400-PS has 70,000 more dots per square inch than standard laser printers.

Introducing the CG 400–PS PostScript plain-paper printer.

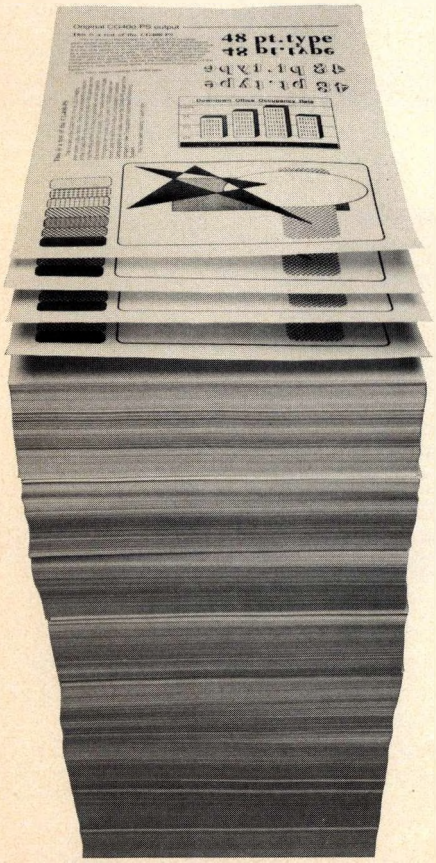


The CG 400-PS accepts a variety of paper, color stock and transparencies.

The new CG 400-PS from Compugraphic is designed for maximum performance in PostScript® plain-paper printing. With its output resolution of 400 dots per inch, it offers 160,000 dots of resolution, instead of the 90,000 dots on the LaserWriter.™ That means outstanding reproduction of complex text and graphics.

Unlike the LaserWriter, the CG 400-PS writing element is a solid-state LED array with no moving parts, drastically reducing engine wear and maintenance and radically improving precision and quality. This means it has a high output speed of up to 18 pages per minute, yet it can handle a monthly volume of up to 100,000 pages.

At up to 18 pages per minute, the CG 400-PS is more than twice as fast as most desktop printers.



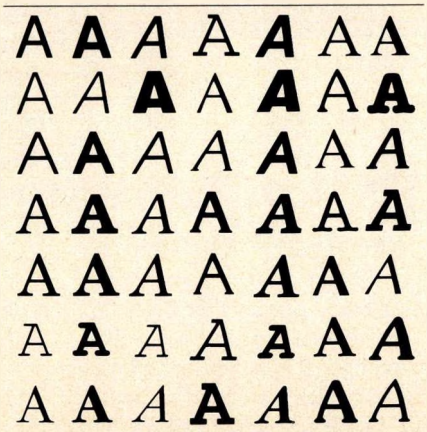
This is a test of the (

This is a test of the CG400-P
plain-paper output device. On
of the CG400-PS is the resolut

With 400 dpi, the CG 400-PS delivers superior quality plain-paper text and graphics.

When it comes to creativity and flexibility nothing comes close to the CG 400-PS. In addition to 13 typefaces on its powerful Atlas Raster Image Processor, the 400-PS comes loaded with 60 additional PostScript typefaces on its 20 MB hard disk. And of course the CG 400-PS is from Compugraphic, the leading source of typographic and publishing systems in the world.

The CG 400-PS offers unparalleled throughput and production features. It has a standard 2000-sheet input tray that doesn't need constant refilling and removable cassette trays that offer flexibility and convenience in satisfying special paper requirements. And because it sets up the next page for printing while it's printing another, the CG 400-PS is faster than you imagined a printer could be.



A sampling of some of the 73 typefaces that come standard with the CG 400-PS.

For maximum quality, speed, flexibility and throughput, there is no better PostScript printer available. For more information on how you can maximize your output, give us a call at 1-800-U-CALL-CG or send us the coupon. Ask about our special LaserWriter trade-in.

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PostScript is a registered trademark of Adobe Systems Incorporated.

Conference Program Descriptions

Session 36, Room H
User Seminar:
Desktop Communications Overview

Desktop communications puts high-level communication power on the desktops of non-technical business users in a way they can understand and put to good use. This session takes a look at the latest developments and future trends in Apple and its third-party community activities in desktop communications, discussing such key areas as: using your Macintosh in local area networks, as an intelligent workstation, in a mainframe environment, and as a window into the world of information utilities.

Daniel Farber, Industry Editor, *Macintosh Today,* 501 Second Street, San Francisco, CA 94107 *[Moderator];*
John Bacon, Vice President, Marketing, PC Communications Group, Digital Communications Associates, 1000 Alderman Drive, Alpharetta, GA 30201;
Dick Fontana, President, DataViz, Inc., 16 Winfield Street, Norwalk, CT 06855;
Peter Friedman, Desktop Communications Marketing Manager, Apple Computer, Inc, 20525 Mariani Avenue, Cupertino, CA 95014;
Nat Goldhaber, President, Centram Systems West, Inc., 2560 Ninth Street, Suite 220, Berkeley, CA 94710;
Carl Gritzmaker, President, Migent, Inc., 865 Tahoe Boulevard, Incline Village, NV 08450-6062;
Guy Mariande, Vice President, Sales and Marketing, Tangent Technologies, Inc., 5720 Peachtree Parkway, Norcross, GA 30092;
Dr. Andrew Singer, Vice President, Think Technologies, Inc., 420 Bedford Street, Lexington, MA 02173.

Session 37, Room G
Advanced Workshop:
New Adventures in Programming

This code-bashing session, designed for advanced programmers, would-be hackers, and the exceedingly curious, will demonstrate programmer subtleties, teach you how to use the secret hooks in the Macintosh system, and show you the hidden details of the Macintosh ROM. The purpose: to share experiences on how to create applications that are faster, better, and more fun. To add to the hacker's delight, famous Mac programmers will present their favorite hacks.

David Smith, Editor and Publisher, *MacTutor,* 1237 Bering, Placentia, CA 92670 *[Moderator];*
Scott Boyd, Computer Scientist, MacHax Group, 3420 Sandra D, Bryan, TX 77801;
Steve Jasik, President, Jasik Designs, 343 Trenton Way, Menlo Park, CA 94024;
Greg Marriott, Computer Scientist, MacHax Group, 3420 Sandra D, Bryan, TX 77801.

Session 38, Room E
User Seminar:
All About 4th DIMENSION

Everything you need to know to get into 4th DIMENSION, a new Macintosh relational database featuring programming language and MacDraw-like layout graphics, plus run-time and multiuser capability. The demonstration will be followed by an open question-and-answer session.

Guy Kawasaki, President, Acius, Inc., 20300 Stevens Creek Boulevard, Suite 495, Cupertino, CA 95014.

4:00–4:50

Session 42, Room F
Introductory Workshop:
The Beginner's Guide to Graphics

If you're anxious to get started with creating great artwork and luminous illustrations on your Mac, this session will provide an excellent launching pad. Includes: A look at the graphics applications most important to a beginner (FullPaint, MacDraw, SuperPaint, and ComicWorks) — what they do, how they're different, and how to use their features. Understanding the distinction between bit-map and object-oriented images. How clip-art libraries are another way to produce graphics (especially for users who have no graphics talent). How Thunderscan fits in as a beginning graphic tool. And more.

Tom Santos, Owner, A-Z Mobile Graphics, 109 Dwight Street, San Francisco, CA 94134.

Session 43, Room G
User Seminar:
Computer-Aided Design on the Mac

This session will provide an overview of how the Macintosh is being used in the field of computer-aided design — both 2D and 3D design and drafting. The moderator will present an overview of available products for both applications. Leading products (in terms of installed base and leading-edge applications, respectively) will be demonstrated by Innovative Data Design ("MacDraft") and Visual Information, Inc. ("Dimensions"). A third product will be demonstrated, but remains unannounced at press time.

Jerry Borrell, Editor, *Macworld,* 501 Second Street, Suite 600, San Francisco, CA 94107 *[Moderator];*
Paul King, President, Innovative Data Design, 2280 Bates Avenue, Suite A, Concord, CA 94520;
Nick Pavlovic, President, Visual Information, Inc., 16309 Double Grove, La Puente, CA 91744.

Session 44, Room E
Power User Session:
Power User Tips #2:
Advanced Tips and Tools
For Desktop Publishing

If you've decided to get serious about desktop publishing, you need more than a passing familiarity with page layout programs and the LaserWriter. This session will provide an overview of second-generation desktop publishing solutions for advanced DTP applications, and help you: learn about scanners, video digitizers, and big screens; find out about the next round of layout software and the influence of PostScript; and pick up a few tips for getting the most from your LaserWriter.

Keith Thompson, President, Lexington Research, 9 Meriam Street, Suite 7, Lexington, MA 02173 *[Moderator];*
Barbara Macy, Principal, The Desktop Design Group, 973 Main Street, Springfield, MA 01103;
Conrad Willeman, Principal, Desktop Publishing & Design, 96 South Street, Boston, MA 02111.

Session 45, Room H
User Seminar:
Mac Hardware: Making the Smartest Choices

Since the Macintosh family is now so disbursed, from the Mac 512 to the Mac II, which Mac model should you buy, and why? How much memory should you have? Do you need a hard disk? If so, how big a hard disk do you need, and which kind should you buy? What kind of printing device do you need—laser? dot matrix? typeset? Do you need a modem? What will it/won't it do for you? Should you get external floppy drives, or should you get two floppy drives built in with the SC? Good, solid advice and help will be provided in these areas, along with the opportunity to get your questions answered.

Rich Coulombre and **Rick Kollmeyer**, Co-Founders, The Support Group, P.O. Box 2778, Quincy, MA 02269.

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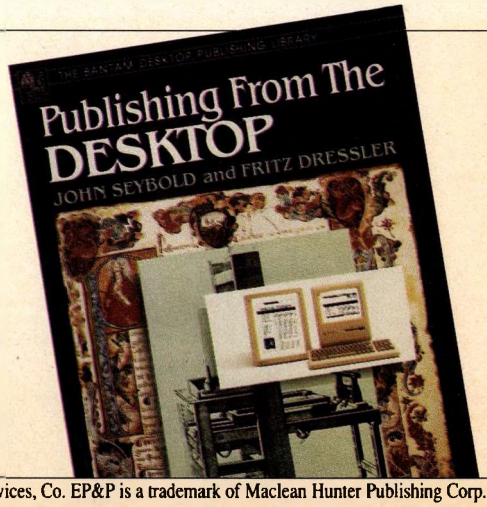

Publishing From the Desktop
by John Seybold and Fritz Dressler
Bantam Computer Books

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Conference Program Descriptions

5:00–5:50

Session 47, Room F
The Macworld Expo User Group Extravaganza (MUSE),
Part II: THE USERS SPEAK OUT — WHAT'S HOT AND WHAT'S NOT

If you haven't yet joined a user group, this is the place to come to see first-hand the kinds of benefiets you can expect from being a member. If you already belong to a user group, you'll especially enjoy this session, which will bring together representatives of user groups nationwide for a massive userfest. The purpose of the MUSE sessions is to provide a completely unbiased, knowledgeable source of information on the best, the brightest, the most useful, and the most exciting products on the *Macworld Expo* show floor.

In today's session: Hear what regular users have to say about the state of the Mac community and the new products at the *Macworld Expo*. Stop by and just listen — or speak out yourself!

Jack Hodgson, Founding Director, BCS•MAC, One Center Plaza, Boston, MA 02108 *[Moderator];*
Douglas Baldwin, Member of the Board, National Macintosh Computer Society, P.O. Box 8589, Coral Springs, FL 33065;
Stuart Gitlow, President, LaserBoard, 1212 Fifth Avenue, New York, NY 10029;
Rob Hafer, Co-Director, BCS.MAC, One Center Plaza, Boston, MA 02108;
Michael W. Larkin, President, Stanford Macintosh User Group, 560 Beresford Avenue, Redwood City, CA 94061;
Mark Loncar, Director and SIG Liaison, Los Angeles Macintosh User Group, 12021 Wilshire Boulevard, Suite 349, Los Angeles, CA 90025;
Robert Marean, President, Southern Tier Apple Core, 98 Oak Street, Binghamton, NY 13905;
Thomas Warrick, President, Washington Apple Pi, 8227 Woodmont Avenue, Suite 201, Bethesda, MD 20814.
[The MUSE is a complimentary service provided to all Macworld Expo attendees; it is not restricted to those who have purchased a conference ticket.]

Session 48, Room E
Bill Atkinson Demonstrates Apple's New HyperCard Software

This panel of developers of Apple's new HyperCard hypermedia toolkit, led by Bill Atkinson of MacPaint fame, will demonstrate the program and its uses, and talk about how and why Apple created HyperCard. Some notable early users of HyperCard will describe their experiences with this exciting innovation, and provide a forecast of HyperCard products they expect to see.

Bill Atkinson, Apple Fellow; and **Chris Espinosa,** Product Manager, Systems Software, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;
Fabrice Florin, President, Worldview Communications, 624 Cabrillo Street, San Francisco, CA 94118;
Danny Goodman, Contributing Editor, *Macworld,* 501 Second Street, Suite 600, San Francisco, CA 94107;
Edmond C. Kelly, Editorial Manager, CD Consumer Division, Microsoft Press, 16011 N.E. 36th Way, Redmond, WA 98073;
Dan Winkler, Engineer, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

THURSDAY, AUGUST 13
11:15–12:00:

Session 51, Room H
Special Session:
Success in Software: The Next Decade

William V. Campbell, President and COO, Claris Corporation (An Apple Software Subsidiary), 20525 Mariani Avenue, Cupertino, CA 95014.

12:00–12:50

Session 52, Room F
User Seminar:
Music on the Mac

The Macintosh has already become the personal computer of choice for many musicians, with its exceptional ability to play, display, interactively edit, and print standard musical notation. This session provides a state-of- the-art look at music on the Mac, highlighted by a musical demonstration.

Nancy E. Dunn, Associate Editor, *Macworld,* 501 Second Street, Suite 600, San Francisco, CA 94107 *[Moderator];*
Professor Jon Appleton, Director, Bregman Electronic Music Studio, Dartmouth College, Hanover, NH 03755;
Donald A. Byrd, President, Advanced Music Notation Systems, 12 Concord Street, Maynard, MA 01754;
Mark Lentczner, Sound Engineer, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

Session 53, Room H
User Seminar:
The Mac and The Mainframe

This panel is aimed at Macintosh users for whom mainframe connectivity is important. It will cover both Apple's strategic direction in host communication (AppleTalk for VMS, SNA one-network strategy, and OSI), as well as an overview of existing capabilities in several host environments, along with a look at which products do what best. The discussion will include the Macintosh's abilities to communicate with IBM, DEC, Wang, UNIX, Northern Telecom, and other environments.

Ted Leonsis, President, Redgate Communications Corporation (Publisher, *Macintosh Buyer's Guide),* 660 Beachland Boulevard, Vero Beach, FL 32963 *[Moderator];*
Al Cini, President, Computer Methods Corporation, 525 Route 73 South, Suite 300, Marlton, NJ 08053;
Peter Hirshberg, Marketing Manager, Desktop Communications, Apple Computer, Inc. 20525 Mariani Avenue, Cupertino, CA 95014;
Dwight Holmburg, President, Omnigate, Inc., 351 California Street, Suite 1000, San Francisco, CA 94104;
Tom Lenahan, Digital Communications Associates, 1000 Alderman Drive, Alpharetta, GA 30201;
Robert J. Van Andel, Director, 3270 Product Development, Avatar Technologies, Inc., 99 South Street, Hopkinton, MA 01748.

Session 54, Room G
Power User Session:
Power User Tips #3: Customizing Your System

The Macintosh's system software has an amazing flexibility that can be easily harnessed to make the Mac reflect your personal preferences and habits. Learn how to add command-key shortcuts to any menu in any program you own; see how to install your own FKeys; and find out about some especially powerful and useful desk accessories that help you "have it your way." No need to be a technical wizard to unlock the power of your Mac.

Ben Calica, Author, *The Macintosh Advisor,* 66 Walnut Street, Somerville, MA 02143; and
Rob Hafer, Director, Macintosh User Group, The Boston Computer Society, One Center Plaza, Boston, MA 02108.

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e it any easier

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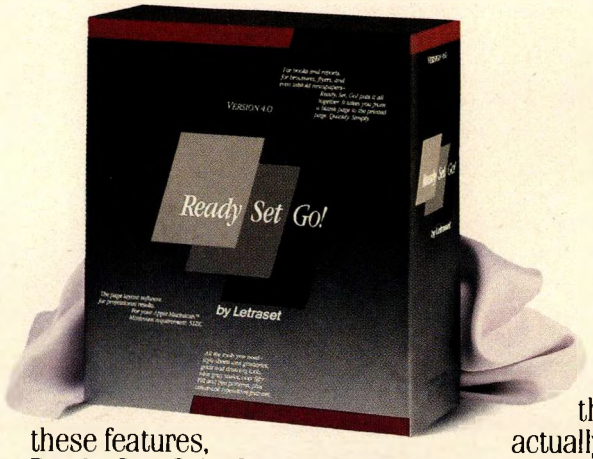

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Conference Program Descriptions

Session 55, Room E
User Seminar:
Multimedia HyperCard: The Imagination's Power Tool

This session will demonstrate remarkable scenarios made possible by the fabulous new HyperCard, as viewed by a film producer, a television producer, and a publisher. Developers will find this session of particular interest, especially new potential developers who are trained in video presentations and graphic arts. Educators will aslo find the presentation useful, as will general audiences interested in CD-ROM and Videodisc.

Dr. Inabeth Miller, Special Assistant for Technology, Boston Museum of Science, Science Park, Boston, MA 02114 *[Moderator];*
Dr. Sueann Ambron, Manager of Education Technology Development, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;
Stephen Arnold, General Manager, Games Division, Lucasfilm Ltd., 5858 Lucas Valley Road, Nicasio, CA 94946;
John Cole, Vice President, CD-ROM, Grolier Electronic Publishing, 95 Madison Avenue, New York, NY 10016;
Dr. Kristina Hooper, Senior Research Designer, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;
Rob M. Lippincott, Director, Interactive Technologies, WGBH Educational Foundation, 125 Western Avenue, Boston, MA 02134.

1:00–1:50

Session 57, Room F
User Seminar:
The Mac in the Law Office

All you really need to know about bringing the Macintosh into your law office and maximizing its use once you get it there, including: how to plan for and install Macs; hardware configurations; connecting Macs and MS-DOS machines; local area networks and telecommunications; and practical advice on making software selections and purchasing word processing, database, time and billing, and presentations software.

James Burger, Esq., Chief Counsel/Government, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014 *[Moderator];*
Paul Goodman, Esq., Attorney-at-Law, 140-17 Einstein Loop North, The Bronx, NY 10475;
Peter Hart, Esq., President, Legalware, Inc., 33 Yonge Street, Suite 1120, Toronto, Ontario, Canada M5E 1S9;
Thomas Warrick, Esq., Attorney-at-Law, Pierson Semms & Finley, 2054 31st Street, N.W., Suite 300, Washington, D.C. 20007.

Session 58, Room E
User Seminar:
The Future of Desktop Publishing on the Mac

Where does desktop publishing go from here? To help you strategize for the future, this session will present: the outlook for desktop publishing and how it will affect you; who the major players are now — and who is likely to be in the future; what you should do *today* to be ready to capitalize on tomorrow's developments.

Tony Bove and **Cheryl Rhodes,** Editors, *Desktop Publishing,* P.O. Box 620025, Woodside, CA 94062 *[Moderators];*
Richard Amen, President, DEST Corporation, 1201 Cadillac Court, Milpitas, CA 95035;
Paul Brainerd, President, Aldus Corporation, 411 First Avenue South, Suite 200, Seattle, WA 98104;
Fred Ebrahimi, President, Quark, Inc., 300 South Jackson, Suite 1, Denver, CO 80209;
James Klauber, Vice President, Marketing, Letraset U.S.A., 40 Eisenhower Drive, Paramus, NJ 07653;
Alain Rossmann, Director of Sales and Marketing, Radius, Inc., 1050 East Duane Avenue, Suite F, Sunnyvale, CA 94086;
John Scull, Desktop Publishing Marketing Manager, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;
Robert Simon, President, PS Publishing, 290 Green Street, Suite 1, San Francisco, CA 94133;
John Warnock, President, Adobe Systems, Inc., 1870 Embarcadero Road, Palo Alto, CA 94303.

Session 59, Room G
Advanced Workshop:
The Developer's Tool Kit

An invaluable assortment of programming tips, insights, and tried-and-true tricks of the trade for writing applications for the Macintosh, including an inside look at compilers, debuggers, and more.

Steven L. Brecher, Owner, Software Supply, 599 North Matilda Avenue, Suite 210, Sunnyvale, CA 94086 *[Moderator];*
Dan Cochran, Manager, Developer Tools, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;
Jim Friedlander, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;
Scott Knaster, Vice President, Engineering, Acius, Inc., 20300 Stevens Creek Boulevard, Suite 495, Cupertino, CA 95014;
Bryan Stearns, Senior Developer Support Engineer, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

Session 60, Room H
User Seminar:
Connecting the Mac to the DEC World

Connecting your Macintoshes to a DEC host can unify your office computing. This session will explore: why one would want to integrate the two environments; what's possible today; the architectures that make connectivity possible, along with their implications; how to choose the products that best fit your needs; and more.

Alfred J. Mandel, Executive Vice President, Redgate Communications Corporation, One China Basin Building, Suite 6300, 185 Berry Street, San Francisco, CA 94303 *[Moderator];*
Al Cini, President, Computer Methods Corporation, 525 Route 73 South, Suite 300, Marlton, NJ 08053;
Jonathan Cohler, Editor-in-Chief, *Digital Review,* 800 Boylston Street, Suite 1390, Boston, MA 02199;
Robert B. Denny, President, Alisa Systems, Inc., 221 East Walnut, Suite 230, Pasadena, CA 91101;
Peter Hirshberg, Marketing Manager, Desktop Communications, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;
David Ryter, Vice President, Marketing, Pacer Systems, Inc., 1900 West Park Drive, Suite 280, Westboro, MA 01581;
Sam Solon, President, White Pine Software, Inc., 94 Route 101A, Amherst, NH 03031.

2:00–2:50

Session 62, Room F
Introductory Workshop:
The Beginner's Guide to Databases

Does database jargon confound you? Let an experienced Mac database guru demystify the subject for you. Learn the essentials, the important terminology, and how to evaluate the database program to fit your data management needs.

Ben Calica, Principal, Tools for the Mind, 66 Walnut Street, Somerville, MA 02143.

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Jonathan Prusky, Product Manager, Microsoft

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Conference Program Descriptions

Session 63, Room E
User Seminar:
Desktop MTV

The open Macintosh II brings a wealth of new opportunities to hardware companies who want to create cards for the Nubus bus. One such opportunity is the professional video/film/music business — most professional work in these entertainment fields is computerized, and there's no reason why a Quantel Paint box, an Ampex ADO, a Synclavier or Wavefront animation system cannot be implemented inside a Macintosh II. "Desktop MTV" alludes to a standalone, professional multimedia workstation based around a Mac II. The software and hardware needed for this type of workstation includes color paint programs, frame buffers, scanners, digitizers, gen-locking, 2D and 3D animation, signal processors, bit blitters, accelerators, MIDI, music composition and notation programs, and most of all, some way to interface and synchronize these different media together with SMPTE time code. In this session, panelists who share a background in both the computer industry and the video and/or music industries will paint an insightful picture of the possibilities.

Marc Canter, President, MacroMind, Inc., 1028 West Wolfram Street, Chicago, IL 60657 *[Moderator];*
James W. Armstrong, Hardware Evangelist, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;
Stephen Beck, President, Beck/Tech, Inc., P.O. Box 5027, Berkeley, CA 94705;
Jan Lewis, President, Palo Alto Research Group, 1020 Corporation Way, Palo Alto, CA 94303.

Session 64, Room H
User Seminar:
The Higher Education Mac Marketplace

The higher education marketplace has become a hotbed of activity relative to personal computing, with an increasing awareness by many vendors as to how important this market is now and can be in the future. Not only has the market heated up relative to the microcomputer for student and faculty purchase, but also for the advanced academic workstation for faculty research. In this session, Apple's Higher Education Marketing Manager Bud Colligan will share his thoughts on Apple's position in the marketplace; as well, he will discuss technology leadership, academic tools and solutions, innovative support programs, and the network of educators.

John (Bud) Colligan, Higher Education Marketing Manager, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

Session 65, Room G
Power User Session:
Power User Tips #4:
How Do I Connect My Mac to _____?

A practical, "how-to" discussion of generic connection strategies. This session will focus on off-the-shelf hardware and software to connect Macintoshes to: DEC, Wang, EtherNet, DECnet, TCP/IP, SNA, broadband, baseband, ASYNC, LAN, WAN, bridging, gateways, protocols, Sun, IBM, Computervision, CIMlinc, Sigma, Unix, VMS, RS232, TOP, MAP, coax, twisted pair, fiber optics, 3270, HP, Tandem.

Kee Nethery, Technical Manager, Farallon Computing, Inc., 1442A Walnut Street, Suite 64, Berkeley, CA 94709 *[Moderator];*
Doug Foster, CIM Communications Networks, John Deere Industrial Equipment, P.O. Box 538, Dubuque, IA 52001;
David Kosiur, Editor and Publisher, *Connections,* P.O. Box 5894, Fullerton, CA 92635;
Chris Lincoln, Apple Computer, Inc., 181 Litton Avenue, Palo Alto, CA 94301.

3:00–3:50

Session 67, Room E
User Seminar:
Enhancing the Power of AppleTalk

This panel of several key developers in the AppleTalk arena will discuss such topics as: AppleTalk compared to other nets; how to develop for and maximize the use of AppleTalk; how AppleTalk is not just printer cable any more; *Name That Network!;* IEEE 123 XYZ; and more. In addition, panelists will answer questions from the floor, as well as questions drawn from a drop box at the speaker office.

Guy Mariande, President and Founder, AppleTalk Developers Association; and Vice President, Sales & Marketing, Tangent Technologies, Inc., 5720 Peachtree Parkway, Norcross, GA 30092 *[Moderator];*
Alex Gernert, Product Marketing Manager, Tri-Data, 505 East Middlefield Road, Mountain View, CA 94043;
Reese Jones, President, Farallon Computing, Inc., 1442A Walnut Street, Suite 64, Berkeley, CA 94709;
Steven R. Nelson, Marketing Manager, Kinetics, Inc., 2500 Camino Diablo, Suite 110, Walnut Creek, CA 94596;
Scott Schnell, AppleTalk Product Line Manager, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;
Dr. Gursharan Sidhu, Manager, Network Systems Development, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

Session 68, Room F
Open Forum:
Meet the Programmers

An open forum discussion with leading programmers who have developed programs for the Macintosh. Don't miss this opportunity to ask questions of these dynamic crowd-pleasers, to share your thoughts and excitement, and to gain meaningful insights and feedback on development ideas!

Donald Brown, Programmer, CE Software, 801 73rd Street, Des Moines, IA 50312;
Steve Chernicoff, Author and Famous Hacker, c/o Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;
Jan Eugenides, Technical Editor, *NIBBLE MAC,* 45 Winthrop Street, Concord, MA 01742;
Andy Hertzfeld, Software Wizard, c/o Radius, Inc., 404 East Plumeria, San Jose, CA 95134;
Terry Lucas, Software Engineer, Think Technologies, Inc., 420 Bedford Street, Lexington, MA 02173;
Duane Maxwell, Vice President, Software, LEVCO, 6160 Lusk Boulevard, Suite C-203, San Diego, CA 92121;
Scott Watson, President, FreeSoft, 10828 Lacklink, St. Louis, MO 63114;
Scott Wiener, Ann Arbor Softworks, Inc., 5249 Lankershim Boulevard, North Hollywood, CA 91601.

Session 69, Rom G
User Seminar:
Engineering Solutions for the Macintosh

This session explores the host of today's and tomorrow's possibilities presented by the Macintosh as a workstation, featuring: the strengths and weaknesses of the Mac workstation, and its future in scientific and engineering environments; a look at the Mac as a front end to mainframe computers; and an overview of engineering applications, including mechanical design, architectural design, and solid modeling.

Dr. Prasad Kaipa, Radio Biology Division, University of Utah, 2011 Highland View Circle, Salt Lake City, UT 84109 *[Moderator];*
Michael Boich, President, Radius, Inc., 404 East Plumeria, San Jose, CA 95134;

Conference Program Descriptions

Kevin Curran, President, General Computer Corporation, 215 First Street, Cambridge, MA 02142;
Steven Edelman, President, SuperMac Technology, 950 North Rengstorff Avenue, Mountain View, CA 94043;
Irene F. Ortiz, Market Development Manager, Hewlett-Packard Company, Inc., 16399 West Bernardo Drive, San Diego, CA 92127.

Session 70, Room H
User Seminar:
UNIX on the Mac: What's New? What's Now?

UNIX is a multiuser, multitasking operating environment with an exceptionally full set of system resources and impressive file handling utilities. UNIX on the Mac is fraught with opportunities, pitfalls, and surprises — as this session will clearly show.

Rory O'Connor, Associate News Editor, *Macintosh Today,* 501 Second Street, San Francisco, CA 95014 *[Moderator]; [Panel to be announced, in keeping with the ethereal nature of UNIX!]*

4:00–4:50

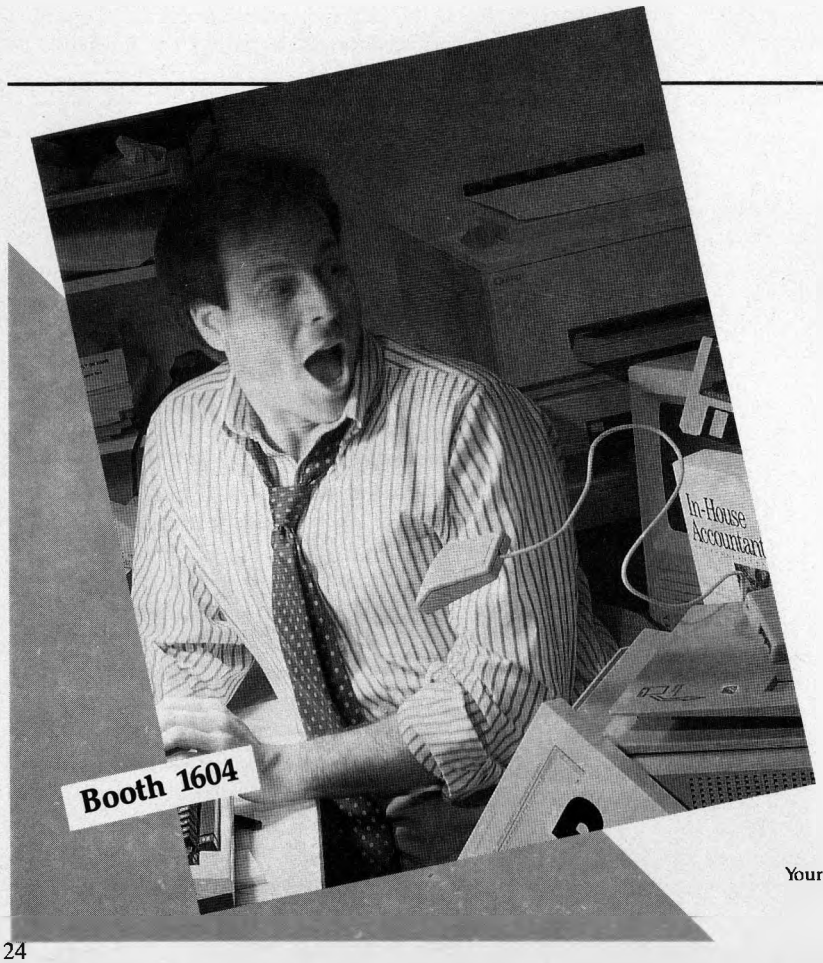
Session 72, Room F
User Seminar:
The Mac in Education

A look at the exciting role the Macintosh is playing on college campuses in Engineering, Science, and the Liberal Arts, along with a peek at what's on the drawing board for K-12 educators in the future. Also on the agenda: how the Mac is faring in the art and science of educational administration.

Dr. Prasad Kaipa, Radio Biology Division, University of Utah, 2011 Highland View Circle, Salt Lake City, UT 84109 *[Moderator];*;
Valerie Kuletz, *Macworld,* 501 Second Street, Suite 600, San Francisco, CA 94107;
Douglas Green, Director, Computer Services, Binghamton City Schools, 98 Oak Street, Binghamton, NY 13905.

Session 73, Room E
User Seminar:
Maximizing Macs and IBMs in the Same Office

Having IBM PCs and Macintoshes in the same office provides a truly mind-boggling panorama of business opportunities. Conversely, this fabulous opportunity can also be a colossal headache, tantalizing users with potential that can't be realized due to problems of connectivity and compatibility. This session provides a forum for leading-edge users to describe steps they have taken to overcome the dilemma, vent their aggravation over thorny problems to which no solutions have yet been found, and share their ideas with leading industry figures on what should be done in the future.



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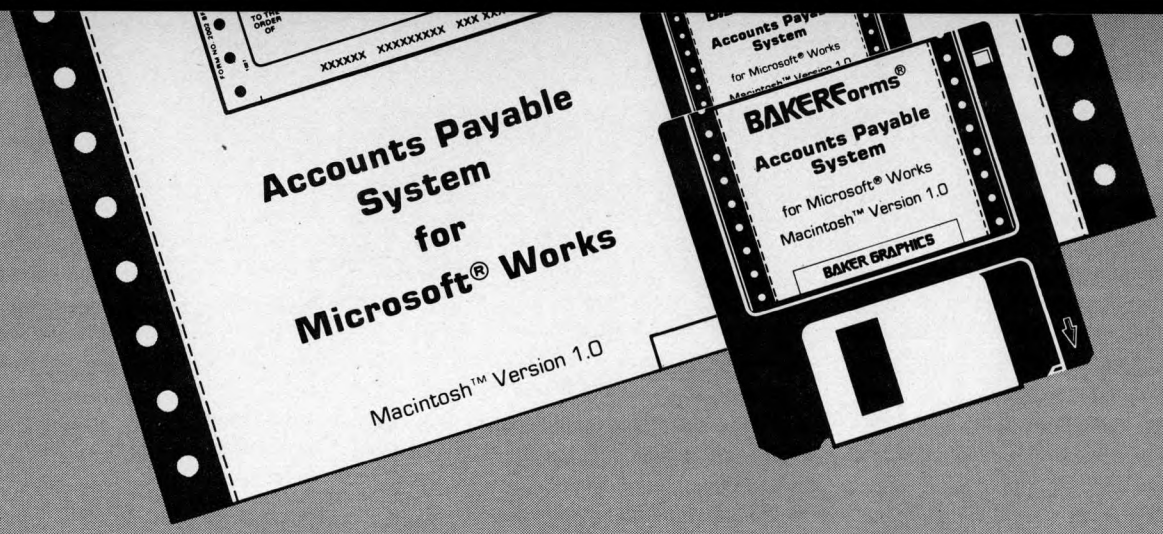

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Maggie Canon, Editor, *Macintosh Today*, 501 Second Street, San Francisco, CA 94107 *[Moderator];*
Nat Goldhaber, President, Centram Systems West, Inc., 2560 Ninth Street, Suite 220, Berkeley, CA 94710;
Cynthia Harriman, Author, *The Macintosh and IBM Connection*, 57 South Street, Portsmouth, NH 03801;
Robert K. Kaynor, Associate Director, Planning Office, Massachusetts Institute of Technology, 77 Massachusetts Avenue, Room 12-156, Cambridge, MA 02139;
Whit Porter, PC/Macintosh Network Coordinator, GTE Government Services, One Federal Square, Billerica, MA 01821;
Mike Slade, Group Product Manager, Microsoft Corporation, 16011 N.E. 36th Way, Redmond, WA 98073;
Michael Zachan, Director of Operations, Apple Products Group, AST Research, Inc., 2121 Alton Avenue, Irvine, CA 92714.

Session 74, Room G
Power User Session:
Power User Tips #5: Hard Disk Secrets

If you're a hard disk user, you *need* these inside tips on how to make all of your work run faster, smoother, and more efficiently. Features advice on how to structure folders and save-files, and demonstrations of commercial software and desk accessories that are absolute necessities to hard disk users. Guaranteed to make you a hard disk power user!

David Szetela, Vice President and Editor, *NIBBLE* Publications, 45 Winthrop Street, Concord, MA 01742.

Session 75, Room H
Special Session:
The Macintosh Yesterday and Tomorrow

A double treat: reminiscences of the history of the Macintosh's development by some of the people who created the Mac, along with a gaze into the MacCrystal Ball by some of the foremost experts in the industry.

Jack Hodgson, Founding Director, Macintosh User Group, The Boston Computer Society, One Center Plaza, Boston, MA 02108 *[Moderator];*
Esther Dyson, Publisher, *Release 1.0*, 375 Park Avenue, New York, NY 10152;
Andy Hertzfeld, Software Wizard, c/o Radius, Inc., 404 East Plumeria, San Jose, CA 95134;
Burrell Smith, Vice President, Engineering, Radius, Inc., 404 East Plumeria, San Jose, CA 95134;
William F. Zachmann, Vice President, Corporate Research, International Data Corporation, 5 Speen Street, Framingham, MA 01701.

5:00–5:50

Session 77, Room F
Macworld Expo User Group Extravaganza (MUSE), Part III:
User Group Director's Manual: Tricks, Traps, and Techniques for Starting and Running a User Group

If you haven't yet joined a user group, this is the place to come see first-hand how you can go about joining one — or starting your own. If you already belong to a user group, you'll especially enjoy this session, which will bring together a panel of user group reps with Apple's User Group Connection and *Macworld* staff writers, thus providing an indisputably reliable source for users to share information, compare tips and strategies, discuss their concerns and problems, and get hard-hitting answers to questions.
In today's session: Getting volunteers, publishing a newsletter, dealing with the vendors, support from Apple, relating to the press, how to achieve non-profit status, the problems and benefits of big vs. small groups. These subjects and more will be covered in this concise guide to effectively running a Macintosh user group, including a status report from Apple's User Group Connection Team.

Jack Hodgson, Founding Director, BCS•MAC, One Center Plaza, Boston, MA 02108 *[Moderator];*
Nancy Dunn, Associate Editor, *Macworld*, 501 Second Street, Suite 600, San Francisco, CA 94107;
Charlie Jackson, President, Silicon Beach Software, P.O. Box 261430, San Diego, CA 92126;
Reese Jones, President, Berkeley Macintosh User Group, 1442A Walnut Street, Suite 64, Berkeley, CA 94709;
Ellen Leanse, Program Manager, Apple User Group Connection, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;
Matt Snyder, Special Assistant to the Chairman, Apple Corps of Dallas, 2708 Rollingdale, Farmers Branch, TX 75238;
Becky Waring, Editor, *The Active Window*, BCS•MAC, One Center Plaza, Boston, MA 02108.
[The MUSE is a complimentary service provided to all Macworld Expo attendees; it is not restricted to those who have purchased a conference ticket.]

Session 78, Room E
Bill Atkinson Demonstrates Apple's New HyperCard Software

This panel of developers of Apple's new HyperCard hypermedia toolkit, led by Bill Atkinson of MacPaint fame, will demonstrate the program and its uses, and talk about how and why Apple created HyperCard. Some notable early users of HyperCard will describe their experiences with this exciting innovation, and provide a forecast of HyperCard products they expect to see.

Bill Atkinson, Apple Fellow; and **Chris Espinosa,** Product Manager, Systems Software, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014 *[Moderators];*
Fabrice Florin, President, Worldview Communications, 624 Cabrillo Street, San Francisco, CA 94118;
Danny Goodman, Contributing Editor, *Macworld*, 501 Second Street, Suite 600, San Francisco, CA 94107;
Ed Kelly, Editorial Manager, CD Consumer Division, Microsoft Press, 16011 N.E. 36th Way, Redmond, WA 98073;
Dan Winkler, Engineer, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

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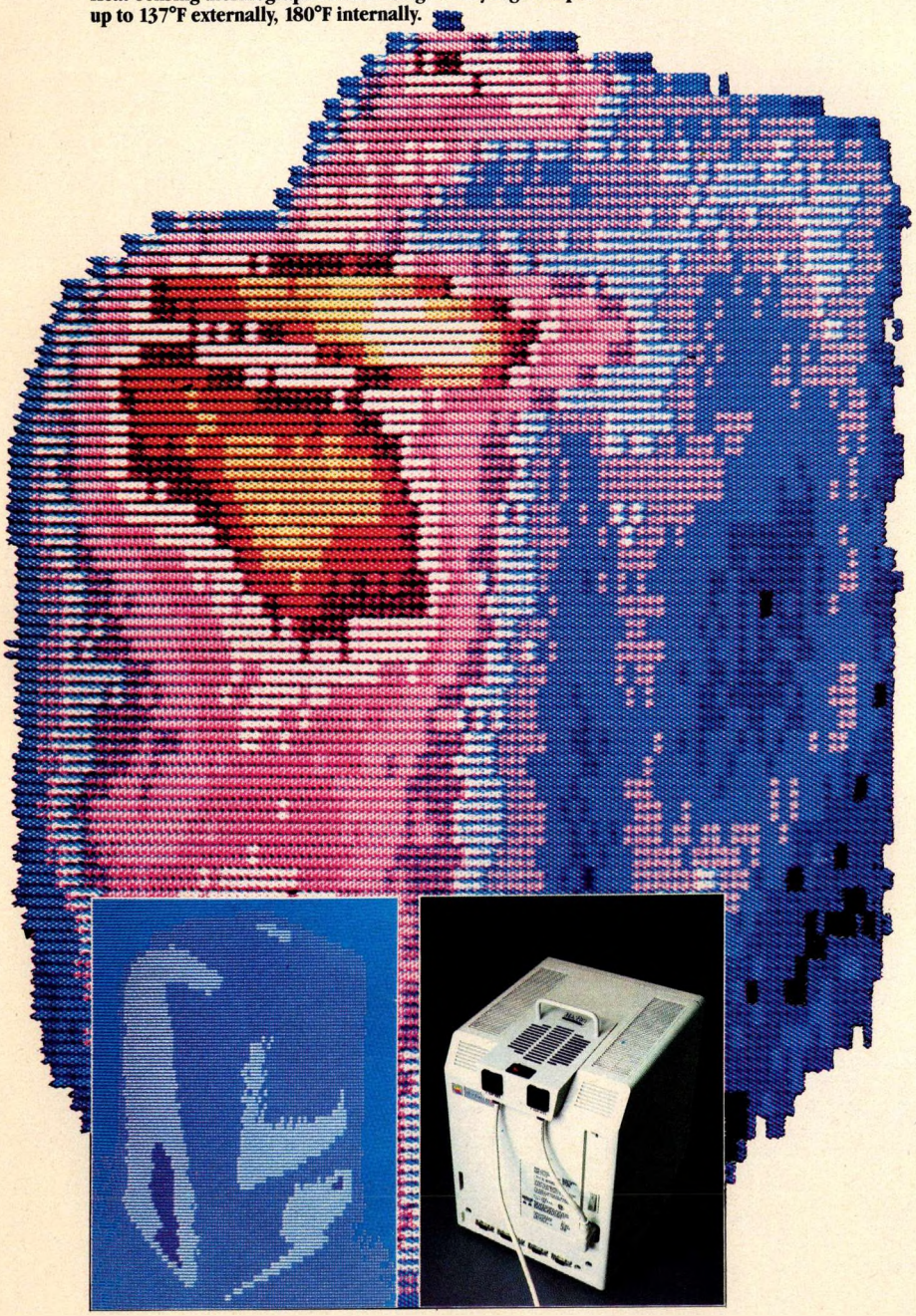

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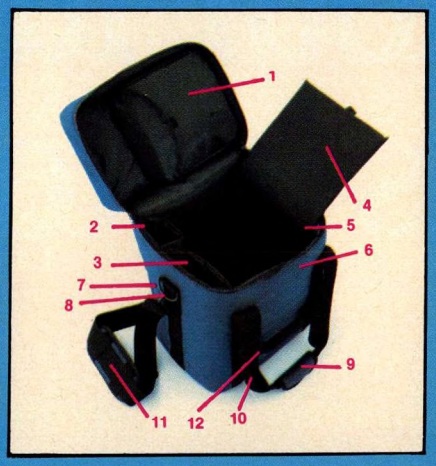

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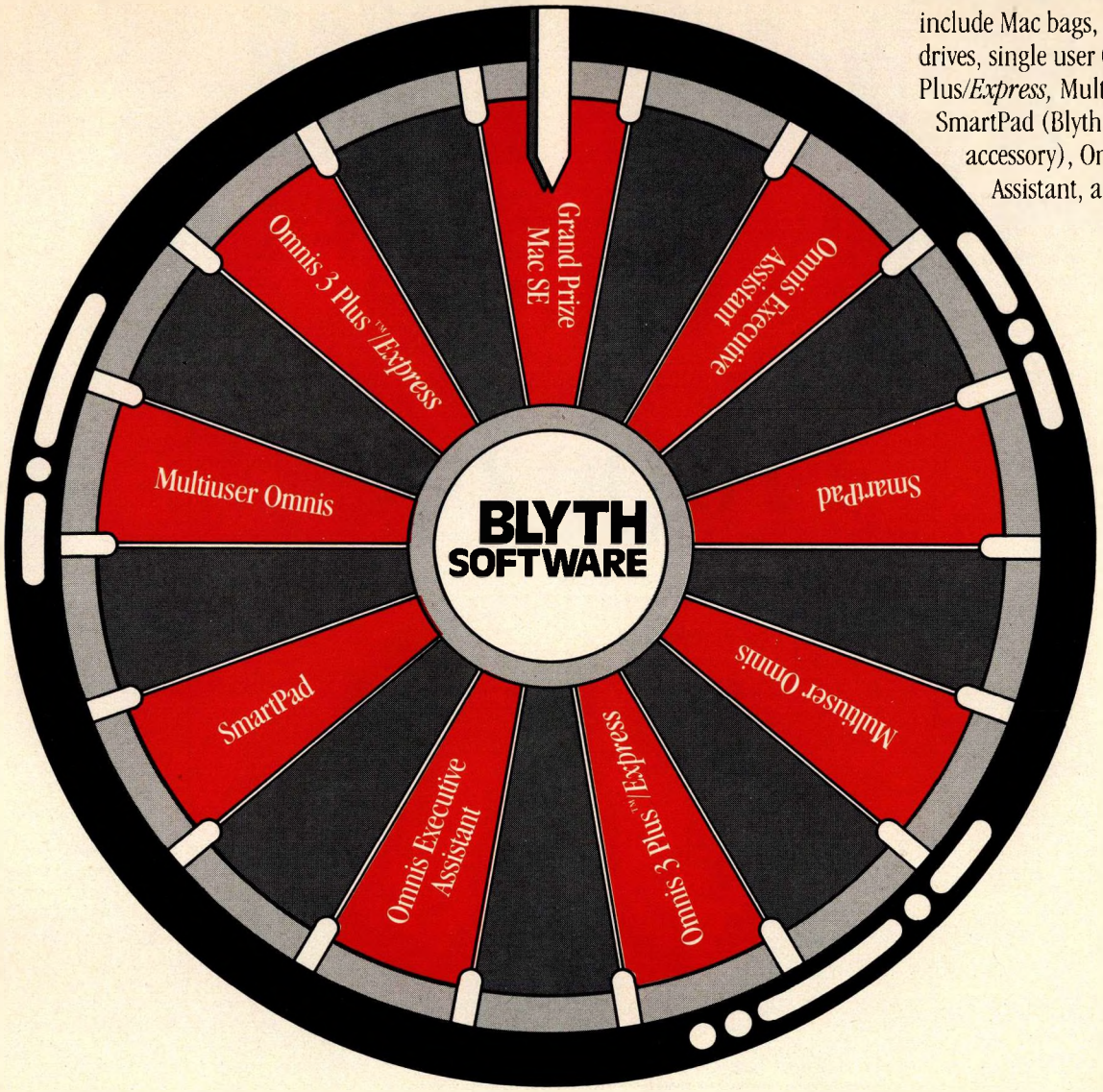

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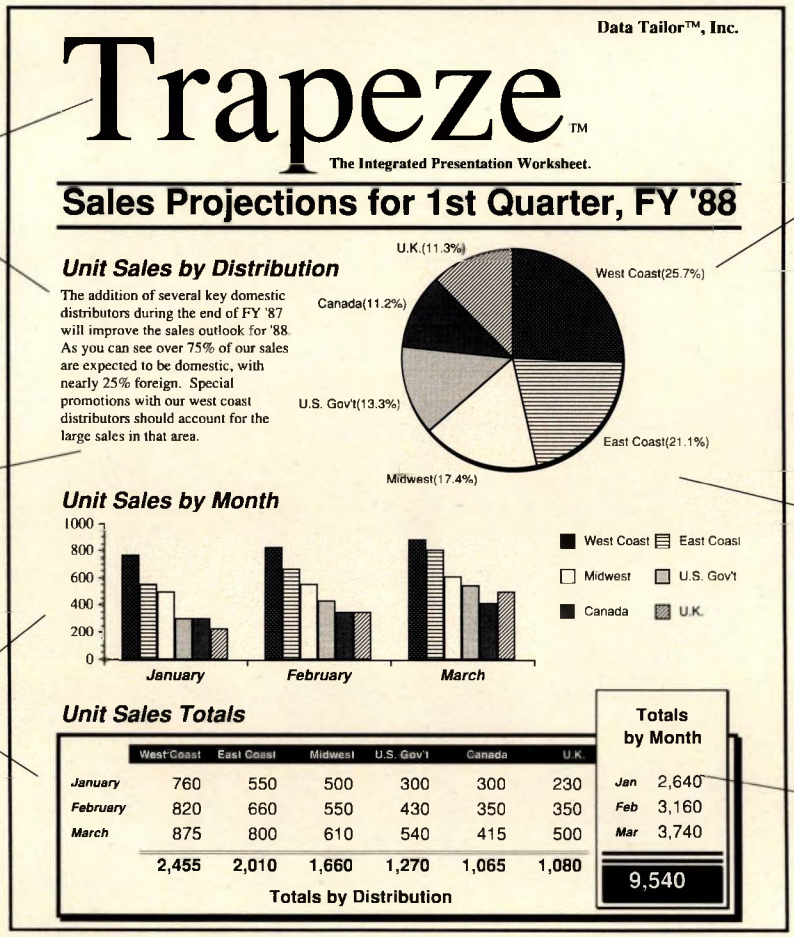

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Renton, WA 98055

For the serious Macintosh user who needs information that he knows is unbiased. MacA.P.P.L.E. is a magazine published by the not-for-profit user group, A.P.P.L.E. Co-op. In addition to receiving the magazine, members can also purchase hardware and software through the Co-op catalog, and at year end, receive dividends.

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Ste. 200
Seattle, WA 98104

Aldus Corporation will be featuring continuous demonstrations of its desktop publishing program, PageMaker, in business and design applications. In addition to the demonstrations, a classroom area will be available for hands-on work with PageMaker. Also featured will be PageMaker Portfolio, a templates product, and PageMaker Classroom which has been developed for training.

ALSoft, Inc. — Booth # 802
P.O. Box 927
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720 Avenue F, Ste. 108
Plano, TX 75074

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Now, the only Mac database ever to get both *Mac User's* and *InfoWorld's* highest ratings does even more, with even more ease.

Ordinary forms like mailing labels, purchase orders, invoices, credit memos, packing lists or expense reports. Hard selling forms like proposals and quotations.

FileMaker Plus lets you do these any way you want. And in addition to doing what a database is supposed to do—calculations, summary reports, sorting—FileMaker Plus does everything you wish a database would do.

Your information takes a much more human form. It makes more than sense. It makes an impression.

With FileMaker Plus, you can put information in any way you want, without arbitrary limitations. You design your output right on the screen, so you can see excatly what you (and your clients, staff, suppliers, publishers, board of directors) are going to get.

To find out more about FileMaker Plus, come see us at Booth #1246. Directly across from Apple.

Forethought™

© 1986 Forethought, Inc. FileMaker Plus is a trademark of Nashoba Systems, Inc. Macintosh is a trademark licensed to Apple Computer, Inc. Rolodex is a registered trademark of Insilco. *Refund must be requested within 30 days of purchase.

Exhibitor Descriptions

Ann Arbor Softworks, Inc. — Booth # 336/1346
2393 Teller Rd., Ste. 106
Newbury Park, CA 91320

FullWrite Professional: FullWrite Professional is Ann Arbor's new full-feature word processor. It combines power word-processing with outlining, DTP features and object-oriented graphics all in one package. Edit text in multiple columns for true WYSYWYG documents, complete table of contents and index generation, footnotes, endnotes, and bibliographies, post sticky notes, red-lining, find & change by ANY textual attribute (font, size, style, etc). FullPaint version 1.1 will also be shown at hourly demonstrations (Mac SE compatible).

Apple Computer, Inc. — Booth # 329/399/1134
20525 Mariani Ave.
Cupertino, CA 95014

Apple Computer is a worldwide manufacturer of personal computers for use in business, education and government markets, as well as in the home. Founded in 1977, Apple is dedicated to develop innovative hardware and software products that improve and enhance the way people access information and work.

Ashton-Tate — Booth # 227
20101 Hamilton Ave.
Torrance, CA 90502

dBASE Mac, an advanced relational database management system (DBMS) that combines the power of Ashton-Tate's dBASE products with the ease of learning and presentation capabilities of the Macintosh personal computer. Key features and benefits include: ease of learning; power without programming through a "non-procedural" product design; applications development power through the inclusion of a full-featured procedural language and direct access of .dbf files from the dBASE family of database products.

Please see our advertisement on page 15

AST RESEARCH, INC. — Booth # 301
2121 Alton Ave.
Irvine, CA 92714

Mac286 — MS-DOS Co-processor for the Macintosh II. Mac86 — MS-DOS Co-processor for the Macintosh SE. fAST Series — SCSI Disk Subsystems for the Macintosh Family. AST TurboScan — 300 dpi Scanner with image processing software for the Macintosh Family.

Automated Language Processing Systems — Booth # 1906
295 Chipeta Way
Salt Lake City, UT 84108

MacProof 2.0 (Stand-alone) — MacProof is a text review software package that gives feedback on spelling, mechanics, usage, style and structure. Its spelling dictionary recognizes 93,000 correctly spelled words and can be modified by the user. MacProof 2.0 (Network) — The network version of MacProof uses a dedicated server to access up to 15 workstations using AppleTalk cables. Each workstation must be purchased separately. MacProof Server — This file server software is needed to run the network version of MacProof. The server requires a dedicated Macintosh and can handle up to 15 workstations.

Automatix, Inc. — Booth # 1616
1000 Technology Park Dr.
Billerica, MA 01821

Automatix is introducing the AI-90, an industrial computer fully compatible with the Apple® Macintosh II™ computer. The AI-90 is targeted at the factory floor controller, test instrument, data acquisition, and industrial computing markets. It can provide Macintosh II capabilities in severe environments. The AI-90 features panel or EIA 19" rack monitoring, RFI shielded enclosure, and autoboot capability. The AI-90 will be demonstrated with RAIL, the Automatix Factory Control Software Language. The AI-90 is compatible with all Macintosh software and hardware peripherals, including NuBus cards.

Avantec, Inc. — Booth # 718
P.O. Box 750
Plattsburgh, NY 12901

"MacFlip®", the first truly practical Diskette Filer for Mac-Disks. Holding 80 — 3 1/2" diskettes in a stackable, compact case with a flip up top and a quality lock and key. The base is Mac beige colord plastic with a clear acrylic flip top that locks. Packaging is Mac alike and MacFlip® will feel right at home in the retail store as well as in the user environment and home MacMarkets.

BAKERForms — Booth # 566
204 Court St., P.O. Box G-826
New Bedford, MA 02742

BAKERForms™ for Accounts Payable, Accounts Receivable, Payroll and Purchasing are four accounting applications that run in Microsoft® Works. They allow the user to fill out forms on a Macintosh™ computer and print data only on pre-printed forms. Many year-end accounting reports can be generated from the database. Because of the low cost ($49.95 ea. or $169.00 for all four) and ease of use, BAKER-Forms are ideal for small business.

Please see our advertisement on page 25.

Bantam Electronic Publishing — Booth # 657
666 5th Ave.
New York, NY 10103

*THE COMPLETE HYPERCARD HAND-BOOK by Danny Goodman. A comprehensive guide to using and programming HyperCard. Includes the only documentation available on HyperTalk, the program generating language for HyperCard. *BUSINESS CLASS by Danny Goodman. HyperCard stackware. *FOCAL POINT by Danny Goodman. HyperCard stackware. *THE ADOBE ILLUSTRATOR: THE OFFICIAL HANDBOOK FOR DESIGN-ERS by Frederic Davis, Tony Bove and Cheryl Rhodes. PUBLISHING FROM THE DESKTOP by John Seybold and Fritz Dressler. THE ART OF DESKTOP PUBLISHING SECOND EDITION by Tony Bove, Cheryl Rhodes, Wes Thomas. HARD DISK MANAGEMENT FOR THE MACINTOSH by Nancy Andrews. Book/disk package.

Baudville, Inc. — Booth # 1905
1001 Medical Park Dr., SE
Grand Rapids, MI 49506

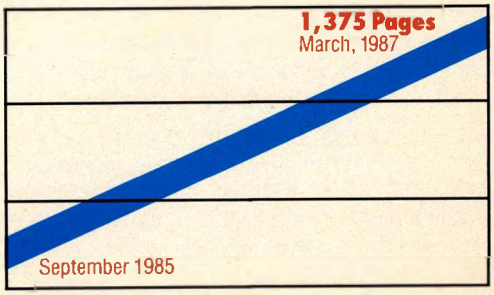
Baudville will show three products for the Macintosh. Award Maker Plus (new Product Introduction at this show), Guitar Wizard, and Ted Bear's Rainy Day Games. Award Maker Plus is a program for creating professional quality certificates with color or black & white borders. The detailed borders, specialized graphics, and personalized messages provide a keepsake ready for framing. Prints on ImageWriter printers and the LaserWriter. Package includes a special offer on French Parchment Paper to really set off each award.

FROM 0 TO 1375 PAGES IN 19 MONTHS.

Smart marketers know how to pick a leader. And since its first issue appeared in Fall, 1985, **MacUser's** been the fastest-rising star in town. Our ad pages increased 142% in the 12 months alone...and our average number of ad pages per issue increased just as fast.

Advertisers know **MacUser** delivers the sophisticated, active Macintosh buyers who keep sales zooming forward like a Maserati. Maybe that's why **MacUser's** ad pages keep racing ahead.

Don't let your competition leave you in the dust. Keep your sales on the right track by reaching 170,000 of the most knowledgeable, most interested Mac users you can target every month.



MacUser
THE MACINTOSH RESOURCE
The Hot Book in the Hot Market

11 Davis Drive, Belmont, CA 94002, (415) 598-2300

Exhibitor Descriptions

Bering Industries, Inc. — **Booth # 517**
280 Technology Circle
Scotts Valley, CA 95066

Bering Industries features Totem, a family of 20MB removable Bernoulli drives for the Mac Plus, SE and Mac II. Totem drives are ideal for data security, archival and data transport. Each removable cartridge, the size of a slice of bread, holds 20MB or 10,000 pages of information. Totem is available as a single or dual 20MB removable drive or in combination with a 20MB, 40MB or 80MB hard disk. All Totems are packaged in a space saving enclosure which fits neatly under the Mac Plus. For a demonstration come by booth #517 and ask about Bering's special show prices.

Please see our advertisement on page 77.

Berkeley Macintosh Users Grp. (BMUG) — **1536**
Grp. (BMUG)
1442A Walnut #62
Berkeley, CA 94709

Blackhole Technology, Inc. — **921**
225 East Street
Winchester, MA 01890

Blackhole Technology, Inc. is a manufacturer of interfaces for 9 and 7 track mag tape drives with densities of 200, 556, 800, 1600, 3200, 6250 BPI and DC300 start/stop cartridge drives with storage of up 44 Mbytes for the Apple Macintosh computer. They can connect to the Mac by the RS232 port at data rates of up to 57.6K baud, AppleTalk Network for higher transfer rates and used as a shared peripheral or to the SCSI port.

Blowhard Industries — **801**
6457 W. Howard St.
Niles, IL 60648

Blowhard Industries manufactures the MacFan, a cooling system for your Mac. MacFan slides into the top of the Macintosh and provides continuous fresh, forced air to prevent overheating. MacFan has two rear outlets, seven amps each, for printer, hard drive or other accessories. It also provides state-of-the-art surge protection. A top-mounted power switch controls both the Macintosh and peripherals. The MacFan is now also available in Platinum.

Please see our advertisement on page 27

Blyth Software, Inc. — **Booth # 726**
2929 Campus Dr., Ste. 425
San Mateo, CA 94403

OMNIS 3 PLUS, the leading Multi-user relational database on the Macintosh, is featured. Omnis Express, the new frontend to Omnis 3 Plus and Blyth's new Desk Accessory, SMARTPAD, are being demonstrated. Stop by and try your luck at Blyth's "Database Roulette", awarding prizes worth up to $1000. Sneak previews of Omnis "Quartz", Blyth's Windows based programmable database for the IBM PC can be arranged.

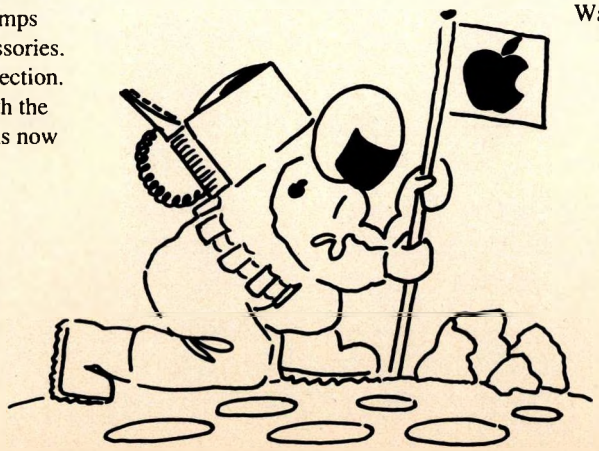
Please see our advertisement on page 33.

Blyth Software, Inc. Family of Developers

Circo Business Solutions	726
Kevin J. Doyle	501
Computer Systems Consulting	
Mac AD/C	501
Spectra Blue Assoc.	501
Synapse Software	501
Tomoe Trading, Inc./Hi-Tecs Co., Ltd.	501

Bogas Productions — **158**
520 Cashew Court
San Ramon, CA 94583

Bogas Productions will be showing Studio Session™, a six voice music composition tool for the Macintosh. Studio Session™ was the winner of the MacUser Magazine award for "Best Music Program of 1986" and if you stop by the booth you will hear why! Studio Session™ uses digital sound samples (much like a CD player) to create very realistic music without any additional hardware for your Macintosh. This allows Studio Session™ to accurately produce jazz, rock and country music with real instruments (Saxophones, Electric Guitars and Fiddles). No other Macintosh music program can give you this flexibility. Also three additional music disks will be available Country Session™, Heavy Metal Session™, and Classical Piano Disk.



Boston Publishing Systems, Inc. — **Booth # 605**
1260 Boylston St.
Boston, MA 02215

MacPublisher III, A desktop publishing software package for doing design, layout, and production of newsletter, brochures, catalogues, reports, manuals, data sheets, flyers, and ads will be featured by Boston Publishing Systems. With powerful features contained only in MacPublisher III, such as gray text in 10% increments, rotation of text and graphics, placement and resizing of PostScript items and color printing, desktop publishing users now have the power to create professional looking documents. Enjoy seeing real desktop publishing presentations and solutions with MacPublisher III at booth #605.

Bravo Technologies, Inc. — **802**
P.O. Box 10078
Berkeley, CA 94709-0078

Bravo will again be featuring MacCalc™, the fastest and easiest to use Macintosh spreadsheet. Only MacCalc offers a full choice of format, font, size, and style for each spreadsheet cell, making MacCalc the premier desktop publishing tool for creation of great-looking tables. MacCalc has won *MacUser*'s Editor's Choice Award as The Best Spreadsheet, and has been lauded as "the spreadsheet of choice for users who want full functionality without undue complexity." *(MACazine)*

Broderbund Software — **444**
17 Paul Dr.
San Rafael, CA 94903

Broderbund presents for the Macintosh..Jam Session—A music performance program that lets even beginners perform professional sounding music, Calculus—A curriculum-based interactive program for learning calculus at home or in school, Physics—A complete introductory course in classical mechanics that covers over 300 problems, plus Ancient Art of War, Geometry and The Print Shop.

THE SIGNS OF REAL BUYERS... SHOW UP IN MACUSER

An astonishing 37% of all MacUser subscribers regularly use a hard disk with their Macs.

Nearly three in ten MacUser subscribers (27%) use laser printers.

A full 60% use database or data management software.

43% of MacUser subscribers regularly use a Mac Plus... and more than half plan to upgrade this year.

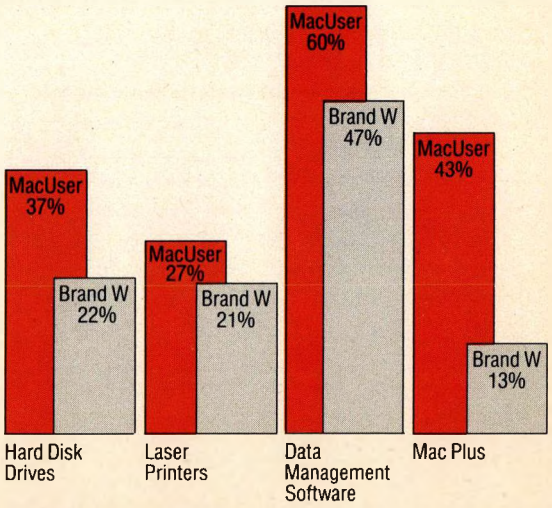
There's no point in wasting your media budget reaching people who won't turn into customers. That's why it's so important to use **MacUser** as your primary marketing tool.

MacUser subscribers own and operate more sophisticated Macintoshes than readers of other Mac-specific magazines. Almost three in ten use their Macs as a source of income—so it's essential that they understand the latest developments in the marketplace.

You owe it to your product to give it the best marketing edge you can. So tell 170,000 of the Macintosh market's most influential owners and users all about it...every month.

MacUser
THE MACINTOSH™ RESOURCE
The Hot Book in the Hot Market
11 Davis Drive, Belmont, CA 94002, (415) 598-2300

Comparative Usage of Power Products



Source: Latest Subscriber Studies

Exhibitor Descriptions

Booth #

C.I. Tech International, Inc. **800**
4 Westchester Plaza
Elmsford, NY 10523

C.I. Tech International, a wholly owned subsidiary of C. ITOH & CO. (AMERICA), INC., will be displaying and selling diskette systems to aid in data organization, storage and protection. These products include our top quality line of 3.5" micro diskettes, which are available in rainbow and standard blue ten-packs. Our diskette files and carriers store and protect diskettes at home or while travelling. Look also for other new products from C. ITOH, the diskette specialists. Dealer/distributor inquiries welcome.

Cambridge Electronics, Inc. **649**
54B Hammond St.
Cambridge, MA 02138

Please see our advertisement on page 36.

Capilano Computing **823**
525 –108th NE – Ste. 6
Bellevue, WA 98004

Digital Logic Design Tools. LogicWorks is an interactive schematic entry and digital simulation package with user-definable devices, PROM/PLA support, full Cut/Copy/Paste, printer and PICT file (plotter) output of circuit and timing diagrams, etc. LPLC is a high-level language compiler for Programmable Logic Devices. Pascal-like language accepts Boolean and integer equations as input and produces truth-table and JEDEC file output. Full simulation capability when used with LogicWorks.

CasadyWare, Inc. **914**
P.O. Box 223779
Carmel, CA 93922

CasadyWare is pleased to offer improved versions of both Fluent Fonts and Fluent Laser Fonts. All 15 volumes of Fluent Laser Fonts, true PostScript fonts for the LaserWriter and other PostScript printers, now include kerning pairs and additional foreign language characters. Fluent Fonts, our popular package of typefaces for the ImageWriter, now includes new styles and large fonts. Stop by our booth and see how you can expand your visual vocabulary with CasadyWare fonts.

Booth #

CE Software **1043**
801 73rd St.
Des Moines, IA 50312

CalendarMaker™ 3.0 provides a quick and efficient way to create monthly calendars displaying daily information. DiskTop™ 3.0 is the ultimate time saving utility. MacBILLBOARD™ is an improved paint program that will make posters, certificates, iron-on transfers, banners, coupons, greeting cards, and more. MockPackage Plus™ a professional desk accessory set to make your life easier. MockTerminal™, MockWrite™, MockPrinter™, MockChart™, and EZ-Menu™ are included.

Center Digicalc **126**
85 St. Paul St. W., Ste. 25
Montreal, Quebec Canada H2Y 3V4

Centram Systems West, Inc. **1354**
2560 Ninth St. Ste. 220
Berkeley, CA 94710

The TOPS local area network enables the Macintosh, PC/MS Dos, and UNIX-based computers to directly share disks, files and peripherals in real time. TOPS networks can consist of a single operating system, or any combination of supported systems. For example, the TOPS cross-operating system translation allows a Macintosh user with MicroSoft Excel to open a Lotus 1-2-3 file located on a remote IBM PC, alter it, and store it back on the PC. TOPS also provides full security to protect against unauthorized access. TOPS PRINT allows PC users to print directly to a shared Apple Laserwriter. Centram's newest product TOPS REPEATER increases the size and length of AppleTalk networks, giving users greater flexibility in their network topology.

CHA Services, Inc. **1056**
16 Greenridge Rd.
Weston, MA 02193

Chang Laboratories, Inc. **1421**
5300 Stevens Creek Blvd.
San Jose, CA 95129

Booth #

Circo Business Solutions **726**
1729-A Little Orchard St.
San Jose, CA 95125

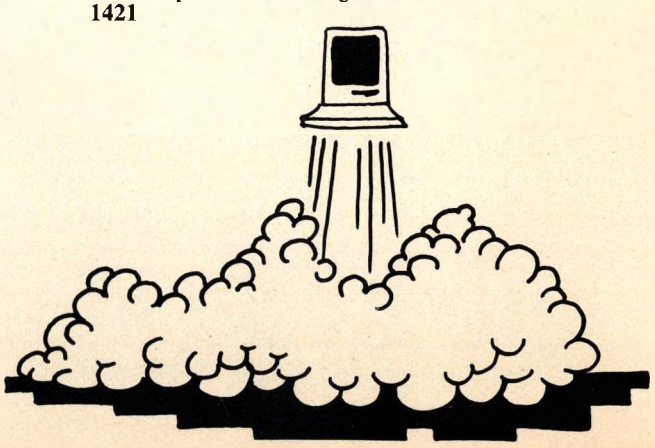
M.D.A.™ — MULTIUSER DESKTOP ACCOUNTING — ACCOUNTING SOFTWARE FOR YOUR BUSINESS. M.D.A.™ a highly sophisticated program written on the Omnis 3 Plus ® database. General Ledger, Accounts Receivable, Accounts Payable, Inventory, Reps-Sales Activity, Purchasing, Sale Orders-Quotes, and Invoicing. These are fully integrated under M.D.A.™'s main menu. It's truly broad based for developers. Flexible and accomodating to your business. Customizable and modifiable through an available Coding Option. Training and full support through Omnis Centers nationwide.

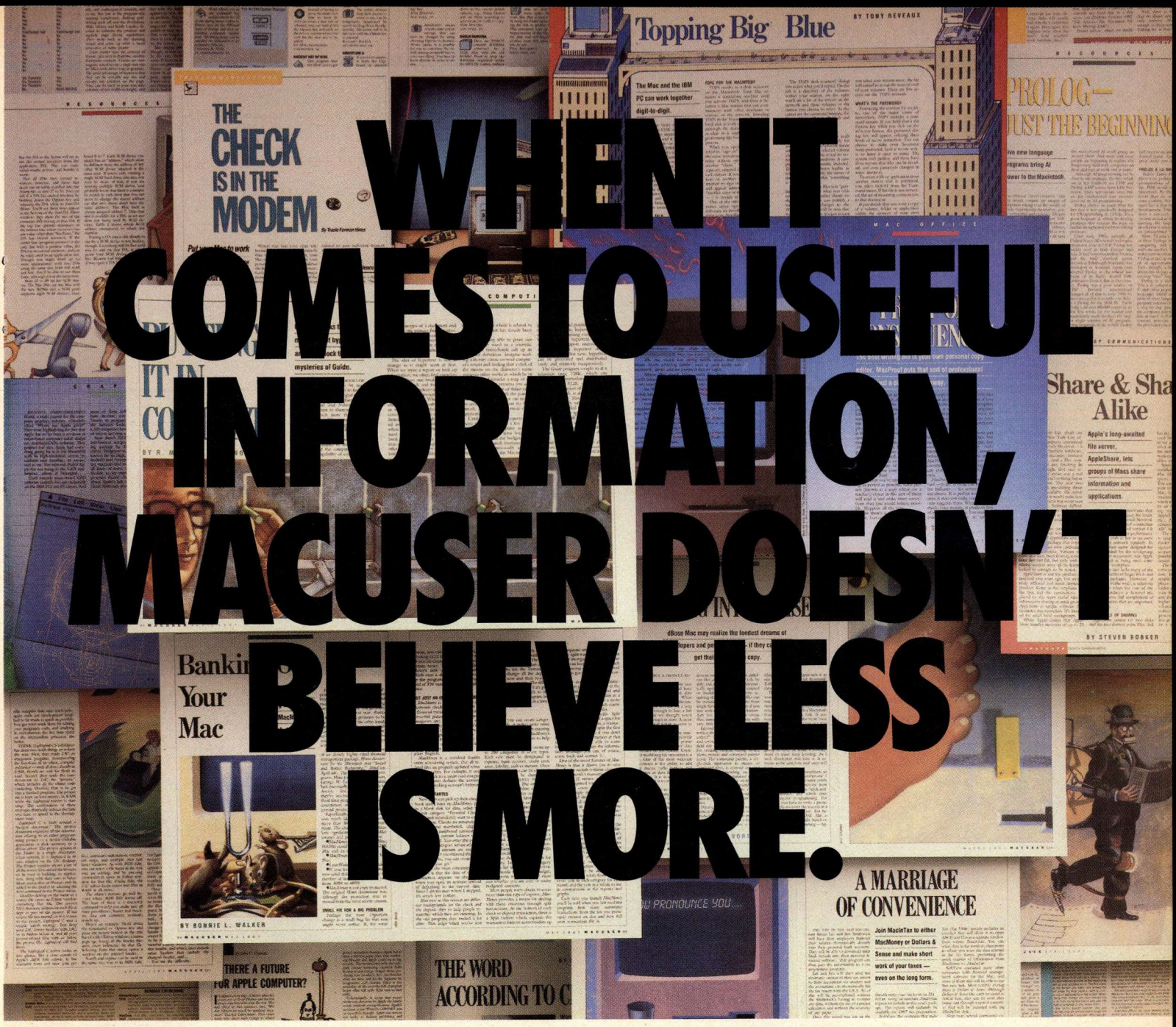
CMS Enhancements, Inc. **554**
1372 Valencia Ave.
Tustin, CA 92680

CMS specializes in affordable SCSI Hard Drives and Tape Backup Systems for the Macintosh Plus, Macintosh SE and Macintosh II. Systems range in capacity form 20 MB to 640 MB with features such as: Auto head park at power down, non-operating shock ratings to 100g for portability, internal systems for the SE and the Mac II and user selectable interleave from 1:1 to 1:7 with 18 ms average access for maximum performance. All systems are developed strictly to Apple's specifications which guarantees compatability.

Cognition Technology Corp. **235**
55 Wheeler St.
Cambridge, MA 02138

Cognition Technology demonstrates MacSMARTS™, the best-selling AI productivity tool for the Apple Macintosh. Stop by Booth 235 to see the expressive power of HyperGraphics and HyperText in customizable expert/advisory systems for business managers, professionals, engineers and scientists.





WHEN IT COMES TO USEFUL INFORMATION, MACUSER DOESN'T BELIEVE LESS IS MORE.

Knowledge is power. And **MacUser** delivers a powerhouse of knowledge to 170,000 serious Macintosh users every month.

We cram each issue full of hands-on reviews, inside-look news, and helpful tips and tutorials that readers can count on to be frank, unbiased, and of course, useful. **MacUser** gives Mac users the information they need... because artistic white space and stream-of-consciousness layouts just don't deliver the powerful knowledge today's Mac user needs.

When we compared three issues of MacUser against the same three months' issues of "Brand W," we found that MacUser delivered more editorial features, columns, reviews and words.

Maybe that's why **MacUser** is the publication you hear about so often, at user groups and on Macintosh modem networks. The opinion leaders throughout the Mac community know **MacUser** gives them more of what they read a computer magazine for.

We pack our pages with useful news. So we're packing in the readers who mean the most to you.

MacUser
THE MACINTOSH RESOURCE
The Hot Book in the Hot Market
11 Davis Drive, Belmont, CA 94002, (415) 598-2300

Exhibitor Descriptions

Booth #

CompServCo **1135**
800 Freedom Lane
Slidell, LA 70458

CompServCo specializes in architectural and engineering software and hardware. CompServCo developed the MacCAD series drafting templates and is the US distributor of Microspot's MacPlot & MacPalette. Microspot is introducing Planit, which is an interior space layout program. Planit will automatically give you a 3-D view of the layout from any angle and height along with a cost estimate and a bill of materials. CSC distributes various CAD products including: MiniCad, MGMStation, Simple Span and CADMOVER.

Please see our advertisement on page 71

Compu-Teach Corp. **625**
78 Olive St.
New Haven, CT 06511

Compu-Teach will exhibit their new line of educational software for children 2 — 8. Subject areas are early language development, reading and early number skills. Six programs will be demonstrated for the Macintosh. The latest addition to the line, "Pictionary", will be featured. Specialists will be available to discuss individualized promotion programs for dealers and provide product demonstrations for customers.

CompuCover **722**
P.O. Box 310
Mary Esther, FL 32569

Compugraphic Corp. **1909**
200 Ballardvalle St.
Wilmington, MA 01887

Compugraphic Corporation, the world's leading supplier of electronic publishing and composition systems displays two PostScript® compatible products. The CG 400-PS plain-paper printer creates text and graphic images with an output speed of 18 pages per minute at a resolution of 400 dots per inch. The PS Translator converts Apple Macintosh™ PostScript formatted text and graphics disk files for high-quality photographic output on Compugraphic typesetters.

Please see our advertisement on pages 12 and 13

Booth #

CompuServe, Inc. **132**
5000 Arlington Center Blvd.
Columbus, OH 43220

The CompuServe Information Service will be demonstrated with emphasis on the online Apple products, including the very popular Micro-networked Apple User's Group — MAUG! Sysops from MAUG will be available to answer questions. CompuServe Information Service Subscription Kits, Almanacs, and Best Of Guides will be available for purchase.

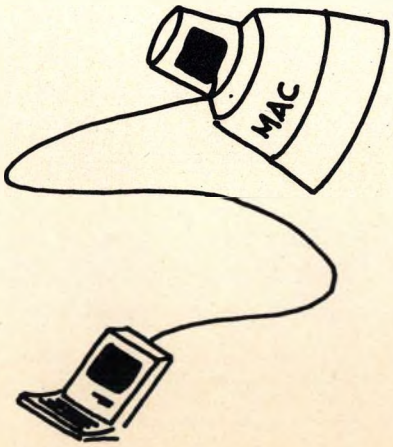
ComputerWare **1452**
350 Cambridge Ave.
Palo Alto, CA 94306

ComputerWare, "The All Macintosh Source," features the lowest prices at the show. We carry a complete line of software and accessories for the Macintosh. See manufacturers demo their latest products in our booth. We have mail order staff ready and waiting at 800-235-1155. Knowledgeable and friendly staff will be happy to help you.

Please see our advertisement on page 81

Computer Currents **1810**
20 Speen St.
Framingham, MA 01701

After four years as California's indispensible guide to computing, Computer Currents is now available in New England. Boston Computer News, which was published by IDG Communications, Inc., is now incorporated into Computer Currents. While retaining the best of the local editorial coverage of computing in the New England area that Boston Computer News has provided, Computer Currents adds many new features, such as product reviews, national news and analysis of industry trends by veteran observers such as Stewart Alsop and George Morrow. Computer Currents is an IDG Communications publication.



Booth #

Computer Expressions **1546**
3833 Chestnut St.
Philadelphia, PA 19104

Computer Expressions, an advertising specialty manufacturer and imprinter, has doubled its product line available to the Macintosh owner. New items include imprinted Mouse Pads, Award/Picture Plaques, Golf Umbrellas, Canvas Bags, Seminar Folders and 3-Ring Binders. Other items are Coffee Mugs, Puzzles, Chocolate Cards, Sweatshirts and T-shirts. By working from disk and selling directly to companies and individuals, Computer Expressions offers the Mac customer superior resolution and substantial savings vs. other advertising specialty sources. Discounts are available on quantity orders. Non-Mac logos are also accepted. Computer Expressions counts Apple Computer, Inc., MACWORLD, Merrill Lynch and many Mac enthusiasts amongst its clientele.

Computer Friends, Inc. **445**
14250 N.W. Science Park Dr.
Portland, OR 97229

Computer Friends will feature: SUPER-CHROMA — a turn-key, professional, color graphics system for the MAC 512K, the MAC Plus and the MAC SE — allows the user to color any Macintosh file using 256 simultaneous, on-screen colors and features full NTSC compatibility. MODERN ARTIST — a color paint program for the MAC II.

Computer Shoppe **241**
615 Guilford-Jamestown Rd.
Greensboro, NC 27419

Turn your Macintosh into a CAD System! Speed, simplicity and flexibility are what MacPlots II™ is all about. MacPlots II supports numerous plotters, including the new HP DraftMasters. Is flexible enough to work with drafting and drawing software packages that save in PICT format or the Clipboard. You need only the Mac, supported plotter, graphic software and MacPlots II to increase productivity and decrease the time involved. Stop by for details, and for a new product announcement.

BIG... BIGGER... BIGGEST!

MacUser continues to live up to its reputation as The Hot Book in The Hot Market.

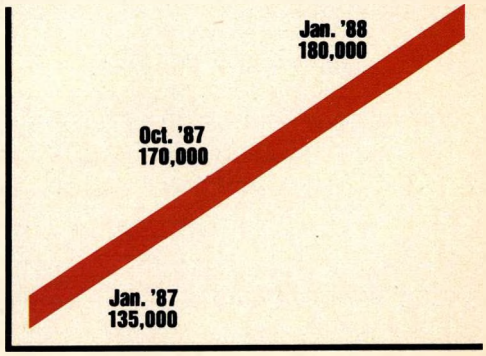
Our circulation shot up a phenomenal 35% when we went to 135,000 last January. Now we're continuing the pace—delivering 170,000 Macintosh decision-makers beginning October '87.

And, come January, we'll be expanding our rate base yet again...to 180,000.

That's the biggest paid circulation among Mac-specific publications!

We're bigger because we're better.

Readers count on us for the product information they need to make informed purchase decisions...and advertisers count on us to deliver the audience that has the biggest impact on product sales.



MacUser
THE MACINTOSH™ RESOURCE
The Hot Book in the Hot Market
11 Davis Drive, Belmont, CA 94002, (415) 598-2300

Exhibitor Descriptions

Computers Etc. — **Booth # 1524**
216 Newbury St.
Peabody, MA 01960

Computers Etc. will be displaying and selling a wide variety of Apple and other hardware, accessories, software, and peripherals at the Macworld Expo show. We have a much larger selection at our new "SUPERSTORE" in Peabody, just 20 minutes from the show. We stock and display one of the largest selections of Macintosh related products in the country. We are an Apple authorized dealer and carry all of Apple's products along with printers, plotters, scanners, large screens, software, supplies, hard disks, supplies, ETC.

COMTREX, Ltd. — **Booth # 1558**
P.O. Box 1450
El Toro, CA 92630

Imagine yourself as the greatest programmer in the world!

Where do you go for technical programming information ?

MacTutor
The Macintosh Programming Journal

- ☐ The Best of MacTutor, Vol. 1 — $24.95
- ☐ **The Complete MacTutor Vol. 2** — $24.95
- ☐ One year U.S. third class subscription — $30.00
- ☐ One year U.S. first class subscription/ Canada & Mexico — $45.00
- ☐ Foreign Subscription — $60.00
- ☐ Source Code Disk Subscription (one disk per month only) — $72.00

Name _____

Address _____

City _____ State _____ Zip _____

Country _____

Phone _____

Please include $3.00 shipping & handling on all book orders. Ca. residents add 6% sales tax on book orders.

MacTutor, P.O. Box 400, Placentia, Ca. 93670 (714) 630-3730

Contact Systems, Inc. — **Booth # 666**
509 Riverview Dr.
Marietta, GA 30067

GYST is another new product from Contact Systems, Inc. It is designed for professionals who need to manage customers or clients. Now, leading professionals on the cutting edge of their industries are using the Mac to it's full potential. So can you! Now you can increase the value of your service or the sales of a particular product. All this at an unbelievable show price. Stop by and increase your sales at booth 666.

Coral Software — **1903**
336 Windsor St.
Cambridge, MA 02141

Coral Software offers a complete line of fifth-generation programming languages, including Object Logo, Coral Lisp, and Coral Common Lisp. Each language features a native-code compiler, an object-oriented programming system, and extensive Macintosh interface tools. Object Logo and Coral Lisp are high quality programming tools for educators and developers priced below $100. Coral Common Lisp is the first complete implementation of Common Lisp for any microcomputer.

Cortland Computer — **948**
2477 Virginia St. #105
Berkeley, CA 94709

Creative Solutions, Inc. — **621**
4701 Randolph Rd. #12
Rockville, MD 20852

Interactive, multi-tasking programming with MacForth Plus will be demonstrated. Other MacForth applications such as MacGDS (a sophisticated CAD system for integrated circuit design), PostHaste (a PostScript editor), and ForthTalk (object oriented extensions to MacForth). ***New from CSI is an I/O channel interface to the NuBus for greater connectivity for Macintosh II's and SEs.

Cricket Software, Inc. — **854**
30 Valley Stream Pkwy.
Malvern, PA 19355

Cricket Software has established itself as one of the premier graphics software developers for the Macintosh. In this show, we are demonstrating a new version of Cricket Draw, the advanced drawing program that takes advantage of the power of PostScript printers. We are also showing a new version of Cricket Graph, our prize-winning program for business and scientific graphing. A new product for the Macintosh graphics market will be unveiled. Come and see what the excitement is about!

Exhibitor Descriptions

Data Tailor, Inc. — **Booth # 533**
1300 S. Univ. Dr., Ste. 409
Fort Worth, TX 76107

Trapeze™ — The Integrated Presentation Worksheet. From start to finish you can prepare, evaluate, analyze and present your information all in the same program — Trapeze. Trapeze is the only program that combines text, graphics, charting and calculations that remain "live", allowing last minute changes, all on the same worksheet. GRAPHICS: Trapeze has 11 basic chart types, with thousands of variations possible with only a click or two of the mouse. Charts appear right on same page as your calculations. Graphics can be created to attractively enhance your information. ANALYSIS: Powerful spreadsheet and database analysis is easy with the 144 functions in Trapeze. Everything is linked, so that all related information is updated immediately, including charts. PRESENTATION: Produce eye-catching reports with Trapeze. Combine your calculations, charts, text, and graphics for a professional appearance. Because everything is still live, last minute changes are no problem.

Please see our advertisement on page 34

Datacopy Corp. — **Booth # 661**
1215 Terra Bella Ave.
Mountain View, CA 94043

Datacopy will be demonstrating its MacImage™ software on both the Model 730 flatbed and JetReader sheetfed scanners. MacImage provides high-quality image capture and enhancement capabilities for Macintosh workstations. With its extensive file format handling, MacImage is capable of exporting high-quality grayscale, halftone, and line art images to all Macintosh-based desktop publishing applications.

DataDesk International — **Booth # 256**
7650 Haskell Ave.
Van Nuys, CA 91406

DataDesk International's MAC-101 Enhanced Keyboard is a professional keyboard for the Mac 128, 512, & Plus. The MAC-101 keyboard features the enhanced layout with 15 user-programmable Function keys, two Command and Option keys for ambidextrous operation, Window Manager Control keys for keyboard scrolling, closing and zooming of active windows for mouse-free operation. MAC-101 includes a free Desk Accessory Macro program for assigning keyboard and pull-down menu commands to the 15 function keys. Complete package retails for $169.95.

Please see our advertisement on page 22

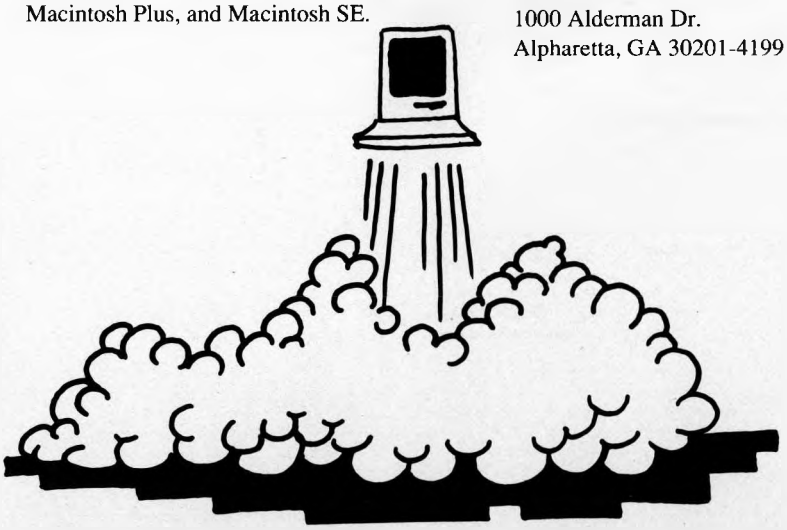
DataSpace Corp. — **Booth # 934**
185 Riviera Dr. Unit 9
Markham, Ontario,
Canada L3R 5J6

DataSpace will be introducing the TeleNode, a small hardware device that allows remote access to an AppleTalk network over telephone lines. Once a Macintosh has made a connection with the TeleNode via a modem, that Macintosh has all the privileges of any Macintosh directly connected to the network, this includes printing to the LaserWriter, accessing AppleShare, sending interoffice mail, etc. DataSpace will also be demonstrating the LaserServer, a high end hardware print buffer for the LaserWriter. The LaserServer allows up to 32 users to send print jobs to the LaserWriter simultaneously, and manages each job depending on the priority level for each user, this frees both the Macintosh and the network up to 80% faster. For large networks, the LaserServer increases the productivity of the AppleTalk network as well as the LaserWriter.

DataViz, Inc. — **Booth # 548**
16 Winfield St.
Norwalk, CT 06855

Dayna Communications — **Booth # 201**
50 S. Main St., 5th Fl.
Salt Lake City, UT 84144

Dayna's new product, DaynaFile is an external SCSI disk drive that allows the entire family of Macintosh computers to read and write MS-DOS formatted data disks, using Macintosh applications. No knowledge of MS-DOS is needed. The full range of IBM PC and compatible disk formats are supported, including the 3.5" disks for the Personal System/2. Dayna's upgraded product, Enhanced MacCharlie is an IBM PC/XT coprocessor for the Macintosh 512, Macintosh Plus, and Macintosh SE.



DCM Data Products — **Booth # 655**
1710 Two Tandy Ctr.
Fort Worth, TX 76102

MACTRAN77 is an integrated FORTRAN development system for the Macintosh. It consists of a Text Editor, for creation and modification of programs; a native code compiler; a linker for linking MACTRAN subroutines or other MDS. Rel files; an on-line Symbolic Debugger, which allows a user to debug a program at source level with symbolic references. Supports the 68881 floating point co-processor and runs on the Mac II. Based on ANSI '77 standards MACTRAN77 features a simplified interface to the Macintosh Toolbox, generates stand alone applications, has optimised code generation and more.

DEI (Data Elec. Inc.) — **Booth # 707**
10170 Sorrento Valley Rd.
San Diego, CA 92121

DEI will feature Series II Gold, Microtape 2000, a 1/4", 3 1/2" form factor preformatted data cartridge for tape backup drives for Apple Computers.

DEST Corp. — **Booth # 1426**
1201 Cadillac Ct.
Milpitas, CA 95035

The PC Scan Plus from DEST is a multifunctional, intelligent scanner which dramatically increases the productivity of your Apple Macintosh Plus, SE, IBM PC or compatible. PC Scan Plus can automatically scan text, graphics and photographs, which makes it the easiest way to put words and pictures on paper. PC Scan Plus supports a variety of applications, including word processing and desktop publishing.

Digital Communications Assoc. — **Booth # 708**
1000 Alderman Dr.
Alpharetta, GA 30201-4199

Exhibitor Descriptions

Digital Etc., Inc. — **Booth # 1342**
1750 14th St., Ste. B
Santa Monica, CA 90404

Digital Etc., Inc. is showing the latest evolution in computerized Business Accounting Systems ...TURBO MACCOUNTANT 2.0 is a seamless, FULLY INTEGRATED, double-entry accounting system written specifically for the Macintosh. It skillfully utilizes the full capabilities of the "Mac-user interface." Consisting of General Ledger, Accounts Payable, Accounts Receivable, Invoicing, Payroll, Budgeting, and Reports, TURBO offers speedy ease of data entry with flexibility and powerful features. MACCOUNTANT contains General Ledger with AR/AP aging, reports and similar ease of use.

Diversified I/O, Inc. — **Booth # 546**
1008 Stewart Dr.
Sunnyvale, CA 94086

SoftBackup™ — standalone software product that backs up files to tapes or diskettes. A user can store local hard disk information, or backup information from the AppleShare file server. Unlike other backup products, SoftBackup minimizes user effort by featuring timed backups. After a specified time delay, backup commences automatically. Prototyping Kits — prototyping and extender boards for the Macintosh II and SE. LaserLink™ — direct printing from within Lotus 1-2-3 and other PC applications to the Apple LaserWriter.

Douglas Electronics — **Booth # 362**
718 Marina Blvd.
San Leandro, CA 94577

A high powered CAD/CAM system for the design and manufacturing of printed circuit boards, Douglas CAD/CAM features color layout (including parts placement), schematic capture (including digital simulation) and autoroute. The system has unlimited multilayer capability and full color support on the Macintosh II. Maximum layout size is 32 x 32". Once layouts are complete, design files can be transferred to Douglas Electronics via modem or mail where filmwork or actual circuit boards are produced.

Mindscape, Inc. invites you to meet Chris Crawford author of Balance of Power, and see a special preview of his soon-to-be-released work:

SIBOOT

A Journey Into the Realm of Truth, Betrayal, and Psychological Gamesmanship

MINDSCAPE

Mindscape Booth—#417

Dove Computer Corp. — **Booth # 952**
1200 North 23rd St.
Wilmington, NC 28405

Dove Computer Corporation will demonstrate memory enhancement products for the 512K, 512E, Macintosh Plus,*SE and*Macintosh II. Expandable and surface mount versions offering full compatibility with internal peripherals are available for the Mac Plus and SE. *Fastnet LAN provides an intelligent interface between personal computer's SCSI ports and most popular LAN systems. Initially the product is being offered for direct connection of Apple Macintosh Plus computers to Ethernet, Cheapernet and Decnet networks.

Dynamac Computer Products, Inc. — **Booth # 340**
1536 Cole Blvd., Ste. 252
Golden, CO 80401

The Dynamac portable computer — an office full of power in a sleek black case with options of 20 or 40 megabytes of hard disk storage, 300/1200 baud modem, and up to 4 megabytes of memory — all built in. Standard features include an electroluminescent display showing 46% more information than a Macintosh screen, a 110/220 power supply and a full range of ports. Come by the booth and see all the exciting new products from Dynamac.

Please see our advertisement on page 85

Dynamic Graphics, Inc. — **Booth # 1540**
6000 N. Forest Park Dr.
Peoria, IL 61614-3592

Dynamic Graphics, Inc. will feature DeskTop Art™ software collections for the Macintosh™. Collections are specially compiled from a library of more than 20,000 illustrations created by top commercial artists. The themed collections — which include Graphics & Symbols 1, Borders & Mortices 1, Business 1, Sports 1, Education 1, Four Seasons 1, and Artfolio 1 — come with a how-to guide, pictorial index and suggested applications.

E-Machines, Inc. — **Booth # 540**
7945 S.W. Mohawk St.
Tualatin, OR 97062

E-Machines is introducing a high-performance color monitor and video controller for the Macintosh II computer. In addition, E-Machines is showing The Big Picture®, their full line of large screen monochrome monitors and video controllers for the Macintosh Plus, SE and Macintosh II computers.

Booth #

E.I. duPont de Nemours & Co., Inc. **1534**
515 Fishing Creek Rd.
New Cumberland, PA 17070

Du Pont's Fiber Optic Local Area Network (LAN) for Apple's "AppleTalk" networks allows fiber optic replacement or extension of the standard copper wire twisted pair "AppleTalk" personal network cabling system. "AppleTalk" networks can now readily connect three times the usual devices and go five times the regular distance between stations, with a network length that is practically unlimited. The system is modular and consists of an electrical/optical signal convertor and a concentrator to develop star networks. Factory terminated cable assemblies are also available.

EDUCOMP **915**
Computer Services
742 Genevieve, Ste. D
Solana Beach, CA 92075

EDUCOMP provides the most complete, well-organized collection of public domain and Shareware software for all Macintosh users. We currently have over 450 disks, containing thousands of programs. Categories include business, graphics, desktop publishing, word processing, educational software, fonts, desk accessories, utilities, programmer's tools, entertainment, and much more. EDUCOMP also offers the lowest prices anywhere on blank diskettes, ribbons, disk storage devices, and other computer accessories.

Ehman Engineering, Inc. **701**
115 Apache Dr.
Evanston, WY 82930

Power and elegance are excellent descriptions of Ehman external drive products. 800K external drive — quiet, reliable, and extremely competitively priced keeps Ehman drives in the market forefront. 20/40 MB hard disk drives — astonishingly small footprints (2 1/2"x5 1/2"x 9"), unbelievably quiet (unique thermal conductive engineering) makes the Ehman hard drives easily portable, very fast (26 msec seek), and at a price your customer will truly appreciate.

Please see our advertisement on page 66

Enzan-Hoshigumi (USA) **1548**
310 Still River Rd.
P.O. Box 131
Still River, MA 01467

MACCALLIGRAPHY 2.0: An impressive painting tool that simulates the act of painting or writing in ink on absorbent *washi* paper. Trying out MacCalligraphy yourself is worth a thousand pictures and lends to hours of creative absorption. JAPANESE CLIP ART, "Heaven" and "Earth": The beauty of these images must also be seen to be appreciated. THE BORDER SCROLL: Our newest product will be on view for the first time. All are by Enzan-Hoshigumi Co., Ltd., of Tokyo.

Epic Technology, Inc. **942**
4594 Porter St.
Fremont, CA 94538

Epic introduces telecommunication peripherals for a new generation of Apple® Computers — A complete product family of 2400 baud, V.22bis modems. Now your Macintosh™ has a modem that fits right in!: EPICPlus — an

Booth #

external model compatible with any Apple Computer; EPICI — an internal modem for the new Macintosh SE; EPICII — an internal modem for the exciting Macintosh II; and the EPICClassic — the first 2400 baud internal modem for the Apple II family.

Erez Anzel Software **923**
113 McCabe Crescent
Thornhill, Ontario,
Canada L4J 2S6

ENGINEERING: STRUCTURAL, CIVIL. Our new COGO (coordinate geometry) product will be demonstrated, as well as FRAME MAC (for analysis of 2-D frames, trusses, or beams), BEAM MAC II (for any beam), and BEAM MAC (for simple beams). Any number of static loads, nodes, elements (except BEAM MAC; limited only by RAM). English, metric, SI units. Draw, change frames with mouse or keyboard. All are standalone, fast, fully interactive programs with windows for texts, diagrams.

Booth #

Ergotron, Inc. **1021**
1621 E. 79th St.
Bloomington, MN 55420

Ergotron's product line features accessories designed to make the Macintosh the most user friendly computer in the world. These accessories include: MacTilt, MacTilt SE, Ergonomic Stands for Large Screen Displays, MacBuffer, MacBuffer LW, Mouse Cleaner 360 ^{0} and our newest products the MacTilt SE Security System (The Muzzle), and the Mac II Workstation. The Mac II Workstation features a shelf for the processor and an arm for the terminal leaving the desk top free.

Please see our advertisements on pages 64 and 101

F.C. Brooks & Co. **1157**
115 Mason St.
Greenwich, CT 06830

The usual assortment of offerings you've come to expect from F.C. Brooks & Company. JustText from Knowledge Engineering plus an assortment of typesetting utilities and scanner packages from Bill Bates, MacUnderground, MacPlaymate, and more.

Booth #

Farallon Computing, Inc. **820**
2150 Kittredge St.
Berkeley, CA 94704

The PhoneNET System ™ creates an AppleTalk network with the convenience, added distance and flexibility of telephone wire. PhoneNET supports AppleTalk, and can use standard telephone cabling and accessories. PhoneNET connectors link each computer to a network that can extend to 4,000 feet. With a PhoneNET StarController™ a network can be cabled to 36,000 feet with a dozen branches or more. Add to that our network management tools, StarCommand™, TrafficWatch™ and PhoneNET CheckNET™, to create a sophisticated, yet cost effective solution for AppleTalk Desktop Communications.

Please see our advertisement on page 75

Ferranti-Dege, Inc. **927**
455 Brookline Ave.
Boston, MA 02215

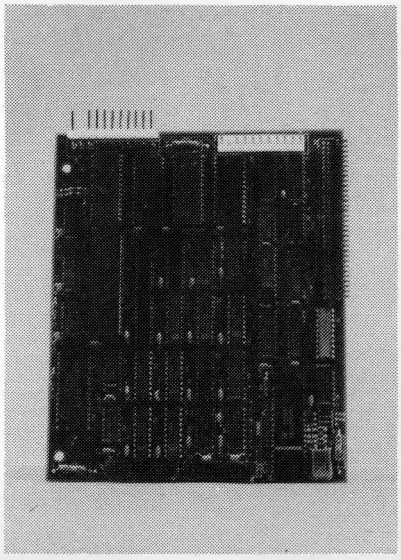
THE MAC+PC™

from . . . PerfecTEK

Add-in board has these features:

- Configure up to 640 K memory for DOS applications
- Share Apple or SCSI hard disks
- Switch between Mac applications & DOS window
- Use Apple Imagewriter/ Laserwriter or IBM® compatible letter quality printers
- Emulation of IBM MDA or CGA Displays in a DOS window.
- Dealer installed
- No change in the appearance of your Macintosh

MS-DOS™ BOARD For MACINTOSH™ PLUS And MACINTOSH 512E



PerfecTEK
CORPORATION
726 S. HILLVIEW DR. • MILPITAS, CA 95035
(408) 263-7757

PLEASE SEE US AT BOOTH 365

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Exhibitor Descriptions

Booth #

Fifth Generation Systems **1915**
2691 Richter Ave., Ste. 107
Irvine, CA 92714

Fastback Mac is a high speed back-up utility for the Macintosh, which allows you to back up your hard disk at more than 1Mb per minute while simultaneously formatting the backup disks. Fastback Mac uses advanced error detection and correction, so that data can be restored even if the backup disks are damaged in storage. You can do complete, incremental or custom backups, and restore either the entire backup or only selected files to any directory or even to a floppy disk. Labels can also be printed for your backup disk set. Fastback Mac is not copy-protected.

Firebird Licensees, Inc. **1254**
71 Franklin Tpk.
Waldwick, NJ 07463

Universal Military Simulator (Macintosh) Player's can set up their own battle scenarios in terms of locale, geographical features, armaments, troops and opposition. Guild of Thieves (Macintosh) is the much awaited follow up to the highly acclaimed "Pawn". Jewels of Darkness (Macintosh) is the first of the level 9 trilogies. Extensively re-written, the package comprises three of the most popular level 9 adventures. Knight Orc (Macintosh) Knight Orc's scenario casts the gamer as an oppressed orc in a magical world filled with illusion. The Pawn (Macintosh) escapes from the mythical world of Kerovnia in this graphical adventure from Magnetic Scrolls. Silicon Dreams (Macintosh) Silicon Dreams is the next level 9 trilogy. Tracker (Macintosh) is a totally original concept in strategy games.

Forethought, Inc. **1246**
250 Sobrante Way
Sunnyvale, CA 94086

Forethought, Inc., presents PowerPoint™, software to create and manage business presentations, and FileMaker™ Plus, the leading file management software that combines powerful data management and forms processing in a single intuitive product. Ongoing demonstrations, on the big screen will showcase PowerPoint and FileMaker Plus and give attendees first hand look at the Macintosh's most exciting new categories desktop presentations and database publishing.

Please see our advertisement on page 37 and 90

Booth #

Foundation Publishing **559**
10301 Yellow Circle Dr.
Minneapolis, MN 55343

FWB Software, Inc. **705**
2040 Polk St., Ste. 215
San Francisco, CA 94109

FWB Software will be demonstrating a new line of ultra high-performance high capacity hard disks with super-fast access times, the Hammer drives. We will also be displaying our Hard Disk Util, Hard Disk Partition, and a new accessory cable for the Macintosh II, the Drive2Mac2 cable, which will allow users to connect an external 800k drive as the second drive. PatchDisks 2,3,4&5 will also be made available at the show for Hard Disk Util owners.

General Computer **1026**
215 First St.
Cambridge, MA 02142

General Computer is introducing the Personal LaserPrinter™, the first full-featured 300 dots per inch Macintosh laser printer affordable by individuals. The PLP uses a unique design which replaces redundant hardware in most Macintosh laser printers with innovative software that offers a variety of high-quality outline fonts, high-resolution graphics and several printing options including delayed printing, preview, and draft modes. General Computer also manufactures the HyperDrive FX and FI SCSI hard disk drives which come complete with LaserWriter™ and ImageWriter™ print spooling, backup, and file-encryption utilities; HyperCharger 020 a 16-megahertz, 32-bit 68020 microprocessor enhancement board for the Macintosh SE; HyperTape, an external 40-megabyte SCSI tape backup device; and HyperNet 2.0, a file-serving software package for the Macintosh.

Great Plains Software **816**
1701 38th St. S.W.
Fargo, ND 58103

The Great Plains Accounting Series includes General Ledger, Accounts Receivable, Accounts Payable, Inventory, Order Entry with Point of Sale and Purchase Order. Network Manager is also available which enables you to run multi-user on AppleShare™. Each module may run stand-alone (except Network Manager) or fully integrated with other Great Plains Accounting Series modules. Plain & Simple™ automates the widely used manual "one-write" accounting system. The product is easy to use, includes 25 sample charts of accounts and has extensive on-line help. General Ledger, Accounts Receivable and Accounts Payable are included in one module.

Booth #

Great Wave Software **1427**
5353 Scotts Valley Dr.
Scotts Valley, CA 95066

Music, Education and Graphic software. The award winning music software, ConcertWare+, has been expanded to Version 4 of both ConcertWare+ and ConcertWare+MIDI. It includes many new and exciting features. Young children will enjoy our educational software including the award winning KidsTime, TimeMasters, and introducing NumberMaze. Try a new twist at graphic software with Crystal Paint, a new and innovative program that makes anyone an artist. Visit Great Wave Software for Software Excellence for All the Ages.

Greene Inc. **1015**
15 Via Chualar
Monterey, CA 93940

Greene Inc. is proud to publish QuickDEX, the computerized name and address organizer. QuickDEX is a desk accessory that makes your name and address list readily and easily accessible. PrintDEX, a utility packaged with QuickDEX, prints QuickDEX lists on standard Rolodex and Rediform cards as well as custom forms. QuickZIP, a list of 1000+ cities, zip codes and area codes is also included. Come see us and let us show you how useful they are.

GWACo **128**
400 East 77th St., Ste. 14J
New York City, NY 10021

Mini-8 MIDI interface is a MIDI (Musical Instrument Digital Interface) hardware interface for use with the new Apple Mini-8 serial ports as found on the Mac+, Mac SE, Macintosh II, and Apple II GS. This extremely low power device requires no external power supply and no batteries; it's powered entirely by the Mini-8 port. Sleek inline packaging combined with one MIDI-IN and two MIDI-OUT connectors makes this the most convenient and economical MIDI interface available.

Hard & Soft, Inc. **234**
2005 W. Cypress Creek Rd., Ste. 1A
Ft. Lauderdale, FL 33309

Hard & Soft, Inc., is offering show specials on it's line of innovative hi-tech products. MegaChips — *Interchangeable* memory expansion modules for the Macintosh Plus, SE and II, replacing existing SIMM's. The technology demonstrated in the MegaChips CMOS design,

Macintosh Today

Where the News Travels,

Read the latest Mac market gossip? You probably have . . . because that's what the weekly publications have offered you. Until now.

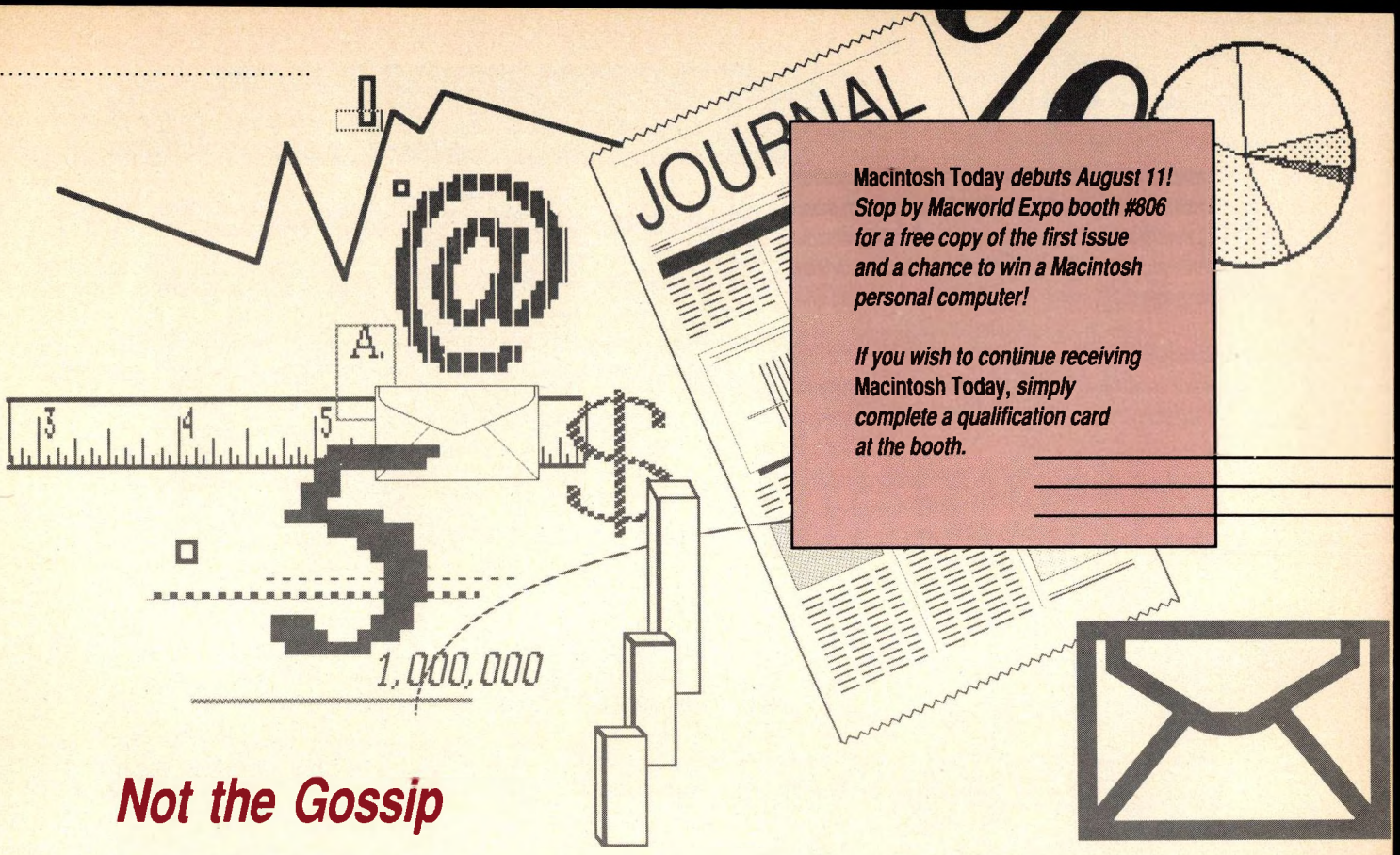
Macintosh Today doesn't print gossip. We print news. Information. Facts and figures. *Macintosh Today* is the reliable resource and product buying guide that today's sophisticated corporate Macintosh users need.

Our top priority is to provide timely and comprehensive coverage of new products, technological trends, and applications solutions. Offering perspective and analysis for management information systems personnel as well as micromanagers,

Macintosh Today keeps you up to speed in crucial areas of the Macintosh market and industry, such as:

- High news
- Product announcements and updates
- Communications
- Connectivity
- Desktop publishing
- Office automation
- Support and training
- Graphics

Rotating sections focus on education, government, CAD/CAM, and international concerns. Sections are followed by reviews, columns, features, op-ed pages, a resource guide, and quick user tips.



Macintosh Today ***debuts August 11! Stop by Macworld Expo booth #806 for a free copy of the first issue and a chance to win a Macintosh personal computer!***

If you wish to continue receiving **Macintosh Today,** ***simply complete a qualification card at the booth.***

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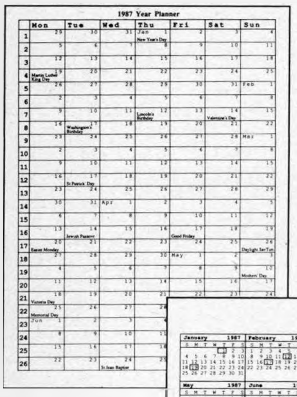
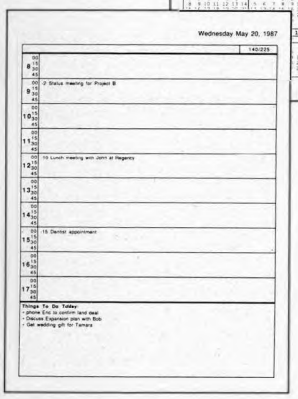


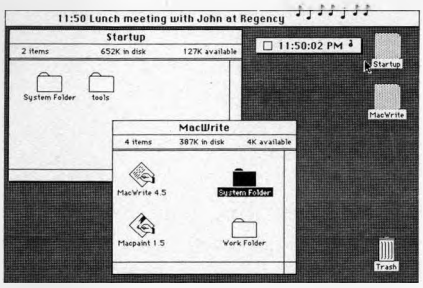
• 52-week **Year Planner** to customize your special events or holidays for any year

• 12-month **Year Calendar** for any year



• 24-hour **Diary Page** for each day of any year

• An Automatic Reminder feature to remind you of your appointments while working within any Macintosh application



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Vancouver BC V6B 4A9
604 255 9949

SEE US AT BOOTH 565

Exhibitor Descriptions

Booth #

utilizes state-of-the-art surface-mounted IC's. MegaChips ensure full compatibility with enhancements, such as: internal hard disks, accelerator boards, and monitors. OuterCircle™ and InnerCircle™ — High performance, high reliability SCSI hard disks in capacities of 20meg — 144meg. MacPBX™ System integrates the Macintosh with any PBX Telephone System to simplify the control of all PBX features.

Hayes Microcomputer Products, Inc. **1226**
705 Westech Dr.
Norcross, GA 30092

Hayes Microcomputer Products, Inc., will feature a variety of products designed especially for Apple computers. Included in demonstrations will be the Smartmodem 1200 with Smartcom II and modem cable — a complete communications system for the Apple Macintosh. Hayes will also show the Smartmodem 1200A for the Apple IIGS, Apple IIe, Apple II+, or Apple II; and InterBridge, a remote and local connection for expanding AppleTalk networks.

Heizer Software **506**
1941 Oak Park Blvd., Ste. 30
Pleasant Hill, CA 94523

Heizer Software will be introducing over 200 new programs for Microsoft® Excel and Microsoft® Works users. Special show prices for collections of programs will be offered. Heizer Software markets over 500 macros, templates, tutorials and databases for over 50 program authors through its Excellent Exchange and WorksXchange catalogs. At MacWorld Expo in Boston the firm will also be previewing its 1987 IRS Tax Templates for both Works and Excel. If you miss Heizer Software at the show, you can order their current Catalog, plus a Works or Excel program Sample Disk, by phone or mail for $4.00.

Hewlett-Packard Co. **137**
16399 W. Bernardo Dr.
San Diego, CA 92127

Hewlett-Packard will feature its complete family of Apple-compatible plotters and printers including the new PaintJet Color Graphics Printer and the new ScanJet Desktop Scanner. HP's plotters and printers will be demonstrating popular software packages for both business graphics and PC CAD applications. Plotter demonstrations include HP's ColorPro Personal Plotter, HP 7475, HP 7550, and HP DraftPro.

Please see our advertisement on page 5

Boot

High Performance Systems **123**
13 Dartmouth College Hwy.
Lyme, NH 03768

STELLA™ for Business is the latest release o the STELLA software. The software allows y to map out your business, in whole or in part. But the software is more than a mapping tool. Once you have created a map, STELLA allow you to simulate the workings of your business Applications range from identifying bottlenec in manufacturing processes, to assessing alternative strategic plans. STELLA's extensi guide is packed with sample models, real-wor applications, and technical tips.

Howard W. Sams & Co. **111**
4300 W. 62nd St.
Indianapolis, IN 46268

Howard W. Sams & Company/Hayden Books the leading publisher of Macintosh books. The highly acclaimed Macintosh Library will be o display featuring four new titles: Macintosh Revealed, Volume I and II, 2nd Editions, MP and Assembly Language Primer, and Personal Publishing with the Macintosh, 2nd Edition, Featuring PageMaker 2.0. Written by the industry's best authors, this comprehensiv collection of titles covers current subjects of interest for beginning, intermediate and advanced Macintosh users and programmers.

Hub Disk Computer Products, Inc. **1721**
491 W. Main St.
Avon, MA 02322

Hub Disk will offer for sale at discount prices diskettes, disk storage in oak, teak and plastic, accessories and supplies, modems and periphe als from Sony, C. Itoh, BASF, SRW, Capetron ics and special pricing on Hub Disk Brands. A show special will be offered each day as well a a daily drawing for a complete Mac Accessory kit worth over $350.00.

Human Intellect Systems **159**
1670 S. Amphlett Blvd., Ste. 326
San Mateo, CA 94402

Human Intellect Systems, known for its practical approach to building expert systems, will be presenting the only expert systems tool with a true upward migration path to a wide complement of computers. Available for the first time on the Macintosh is Instant-Expert Plus™. This powerful tool handles variables a is the first expert system shell that can be used to "add graphics" that are actually interactive with the rules.

Booth #

O Design, Inc. **916**
16 Springdale Dr.
xton, PA 19341

lacLuggage™ is NOW AVAILABLE for the lacintosh SE™! Macinware SE™ is the NEW-ST addition to the MacLuggage Family of uality Macintosh Luggage. The Macinware SE designed to handle any configuration of the lacintosh SE, plus External Hard Disk, Exter-al Disk Drive or Modem, Cords and Accesso-es. The inside design of the bag is broken up ito padded compartments to protect each piece f equipment. A padded flap drops down over e Macintosh for the Hard Disk, and there is a ' x 9" x 3" pocket built into the flap. The Outer hell is constructed of Cordura™ Nylon, with ne half inch of High Density Foam for protec-on. Heavy Duty nylon webbing is used roughout with all metal hardware to insure roper support. The stress points are cross itched and riveted for added support. Macin-are SE is available in Platinum Grey as well as avy Blue. Retail Price $129.95. MacLuggage also available for the Macintosh Plus™ and nagewriter II™.

lease see our advertisement on page 29

Booth #

ICOM Simulations, Inc. **1321**
648 South Wheeling Rd.
Wheeling, IL 60090

A new enhanced version of TMON, the widely acclaimed debugger for the Macintosh, is now available for Macintosh II, SE and Plus Computers. This new version runs on most large screens and all Macintosh systems with 68000 or 68020 microprocessors. Also being featured at the ICOM booth is Gossip!, derived from a concept by the notorious John Dvorak. Gossip!, the newest program in the MacVenture series (Deja Vu, Uninvited, Shadowgate) will be available late fall. Like its predecessors, Gossip! makes superb use of the Macintosh interface with digitized sound effects and compelling high-resolution graphics.

Icon Review **1604**
6750 Mid-Valley Ctr.
Carmel, CA 93923

Icon Review is a catalog mail order firm that specializes in providing Macintosh software and peripherals to individuals and businesses. Our team of Mac specialists is committed to seeking out the finest products available; our thorough evaluations help you sift through the explosion of new products to identify those that best suit your needs. Our review staff will present unbiased product evaluations, demos and advice around the entire Macintosh line.

Please see our advertisement on page 24

Booth #

IDAC, Inc. **455**
4 Limbo Ln.
P.O. Box 397
Amherst, NH 03031

International Data Acquisition + Control, Inc. (IDAC) is dedicated to applying personal computers to data acquisition and control applications. IDAC will feature an integrated set of software and electronic products that are easy to install and require No Programming. IDAC has applied the spreadsheet approach to data acquisition and can provide the engineer with a standard spreadsheet template that requires only problem definition. IDAC software does the rest.

inside out™

Inside Out, the first relational database engine for Macintosh™, reaches far beyond your highest expectations. Inside Out brings the power of a 4th generation database language to conventional Pascal or C development systems. Inside Out maintains every bit of information in a database in one Macintosh file. This file can grow as large as 256 gigabytes. Each database consists of up to 128 logical files. Three different types of logical files provide support for virtually any type of data, including variable length data. Database views allow applications to efficiently process related data, while guaranteeing data independence.

The multi-user version of Inside Out adds further to its impressive list of features, with improved record lockout to extend network efficiency. Of course, Inside Out is fast!

See us at MacWorld, Booth 1608.

For direct orders or further information on Inside Out, contact Shana Enterprises Inc.
200, 9704-54 Avenue, Edmonton, Alberta, Canada T6E 0A9
Telephone 403 438.6548, AppleLink CDA0004

Macintosh is a trademark of Apple Computer, Inc.
Inside Out and the Inside Out logotype are trademarks of Shana Enterprises Inc.

inside out

Exhibitor Descriptions

Booth #

Infosphere, Inc. 929
4730 SW Macadam
Portland, OR 97201

InfoWorld 1320
1060 Marsh Rd.,
Ste. C-200
Menlo Park, CA 94025

InfoWorld is the only PC news weekly that has reported Macintosh news and Mac-related products from the start. Volume buyers with Macs in business rely on InfoWorld's exclusive "Macintosh News" section that tracks the latest developments in Mac hardware and software — plus InfoWorld's Mac-specific product reviews. More than 30,000 PC volume buyers with Macs in their businesses look to InfoWorld for the most reliable and timely information on the Macintosh and Mac-related products.

Innovative Data Design, Inc. 407
2280 Bates Ave., Ste. A
Concord, CA 94520

MacDraft® is one of the most widely accepted object-oriented design/drafting software programs for the Apple® Macintosh™ computer family. It appeals to architects, engineers, draftspersons, publishers, and graphic artists who are seeking powerful low cost solutions to their computer-aided design (CAD) requirements. The software is powerful enough to create scaled architectural, engineering and construction drawings and schematic diagrams. It can also be used for general business illustrations and desktop publishing needs.

Intelitec Systems Corp. 647
P.O. Box 844
Fairfield, IA 52556

The MX Plus™ is a complete Macintosh™ Plus or SE compatible system in a Zero® aluminum attache case operating on internal battery power, international AC, or 12 volt. The supertwist backlighted LCD features 46% greater resolution than the standard Macintosh. Features include big screen compatibility, two 800K drives, 20/40MB hard drive, printer, modem, battery charger and UPS, removable keyboard with numeric keypad, PC compatibility, CD ROM and optical disk drives, cellular modem, and FAX communications.

Booth #

Internet/Interactive Network Technologies, Inc. 1227
20 Amy Cir.
Waban, MA 02168

Interactive Network Technologies, Internet for short, is the oldest and most experienced Macintosh systems house in the industry. We've been designing, installing and supporting AppleTalk networks and building custom database solutions for almost five years. A recognized leader in the field, *Internet* has generated products like *Apple Telex* and the widely used *InterMail* desktop communications system! Whether you have just decided to computerize your business, switch over to Macintosh hardware, or you already have an AppleTalk network and are looking for the finest in service and advice, see Internet first! Internet is an Apple VAR, a Registered and Certified Macintosh developer, and a certified OMNIS developer. New Product Introductions: InterMail v1.5, InterMail Autodial, InterMail Telex.

Please see our advertisement on Cover III.

Invention Software Corp. 607
2027 Columbia, P.O. Box 3168
Ann Arbor, MI 48106

Powerful and flexible compiled development libraries. Programmer's Extender Volume 1 supports the basic Mac interface, such as windows, dialogs, menus. Programmer's Extender Volume 2 provides High-level list manager support for creating scrolling lists of pictures, texts, plus printing, graphics support for creation and handling of on-and-off-screen bitmaps. Communications Extender provides routines for initialization and management of serial ports and communications parameters, error-free file transfer protocols, capture of incoming serial data, time activity integration, terminal emulation.

Invision, Inc. 715
60 Dedham Ave.
Needham, MA 02192

For Desktop Publishers: The Product: DESIGN SENSE is an instructional design program on Videotape developed by a practicing commercial artist.

Jasmine Technologies, Inc. 541
555 De Haro St.
San Francisco, CA 94107

Jasmine Technologies is the leader in quality, affordable products for the Apple Macintosh. The Direct Drive series, from the original 20 to the massive Direct Drive 160, is synonymous

Booth

with excellent construction, no cost "extras" a high reliability. With the introduction of the multi-faceted MegaDrive and the incredible BackPac 40, Jasmine has established itself as t leader in innovation as well as value. Visit our booth where we can answer your questions an demonstrate Jasmine's fine products.

Please see our advertisement on page 78

Kensington Microware 512
251 Park Ave. South
New York, NY 10010

The Kensington family of MACCESSORIES offers the widest variety of enhancement products for the Macintosh. From the complete organization, surge protection and cooling of System Saver Mac to the simplest convenience of a Mouseway. New products introduced this summer include Printer Mufflers — inexpensiv sound covers, ADB Turbo Mouse for the Mac SE and Mac II, an Apple Security System and an innovative disk storage device, the Disk Pocket.

Kent Marsh Ltd. 1054
1200 Post Oak Blvd.,Ste. 210
Houston, TX 77056

MACSAFE®: NEW VERSION provides powerful password protection for documents and applications using folder-like "safes". Uses familiar icons & its own private desktop. Optional DES encryption for maximum securit THE NIGHTWATCH™ provides volume protection to secure your disk while you're away. Secured shutdown prevents disk erasure or boot-up. Includes audit trail and administrat functions. FOREGROUND MANAGER™ gives your dedicated APPLESHARE SERVER a desktop! Run foreground applications while the server runs in the background!

Please see our advertisement on page 80

Kevin J. Doyle Computer Sys. Conslt. 501
14 Mall St.
Salem, MA 01970

We create systems using Omnis3 Plus and othe ancillary software that are specifically written t fulfill the exacting needs of our clients. Our company provides all necessary hardware, service, and training to offer the business client a complete computer solution. All applications are available in a multiuser configuration. THE JOB SHOPPER™ — for temporary employment agencies. MAC MATES™ — for dating/ introduction services. MAC CARDIAC™ — fo a cardiologist, to determine effectivity of treatment. We are an authorized Apple Value Added Reseller.

Is your creativity held captive?

See us at Booth #257 at the MacWorld Expo

Introducing CourseBuilder™

COURSE BUILDER FEATURES

- Stand-Alone Courseware
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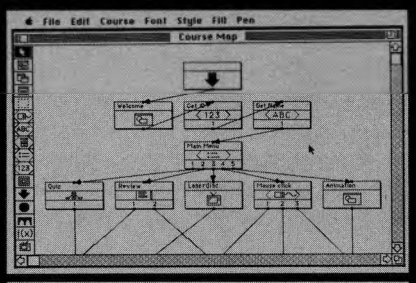
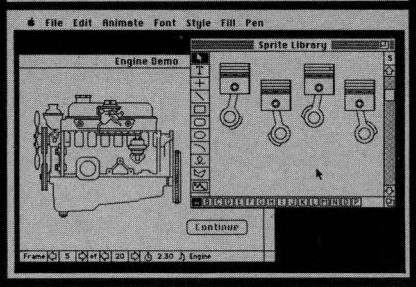
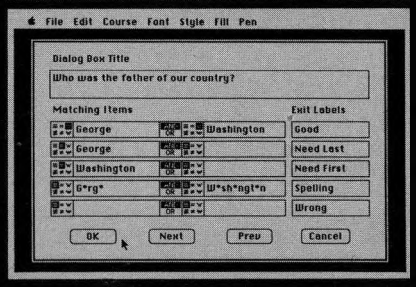
- Complete Pixel Graphics Tools
- Complete Object Graphics Tools
- Powerful, Easy Animation
- Performance Files
- Music, Voice, Digital Sound
- Intelligent Branching
- User Variables







Free your imagination!

Course Builder™ is an innovative visual language that enables you to create stand-alone applications for *teaching, training and testing*. Programming is as easy as drawing a flowchart of your thoughts. Construct simulations, courseware, tests, training packages, guided tours, electronic textbooks and more!

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INTERNATIONAL, INC.

8410 Oak Ridge Highway • Knoxville, TN 37931 (615) 690-5600

Exhibitor Descriptions

Booth #

Kinetics, Inc. **627**
2500 Camino Diablo, Ste. 110
Walnut Creek, CA 94596

Kinetics is demonstrating a family of Ethernet products for the Macintosh. EtherPort SE and EtherSC provide direct Ethernet connectivity for the Macintosh SE and for any Macintosh with a SCSI port, respectively. Using these products Ethernet can be used to replace AppleTalk cable for most Macintosh networking applications. The Macintoshes may also share the Ethernet and communicate with a wide variety of non-Apple computers. FastPath is an AppleTalk-to-Ethernet gateway, and allows a network of Macintoshes and LaserWriters to connect via Ethernet to other computers and to bridge to other AppleTalk networks.

KMW Systems Corp. **714**
100 Shepherd Mountain Plaza
Austin, TX 78730-5014

KMW SYSTEMS is exhibiting the Series II (multiport) and Series III (single port) Twinax Protocol Converter. Twinax links an Apple Macintosh to an IBM System 34/36/38 allowing both printer and interactive terminal emulation, as well as file transfer. Additionally, the Series III now offers IBM 5219 printer emulation to support the Hewlett-Packard LaserJet series.

Kroy, Inc. (Sign Systems Div.) **1550**
7560 E. Redfield Rd.
Scottsdale, AZ 85260

See how you can add the power of color to your Apple LaserWriter™ presentation graphics, such as report covers, graphs, certificates, posters and letterhead with KroyKolor™. Stop by and get a demonstration and sample LaserWriter graphic that has been enhanced with color.

Please see our advertisement on page 63

Language Processors, Inc. (LPI) **623**
400-1 Totten Pond Rd.
Waltham, MA 02154

LPI develops, markets, sells and supports a family of high performance compilers which are implemented on systems that utilize super microprocessors, such as the Macintosh II, Intel 80386, MC680X0, and WE32100, running various versions of UNIX, XENIX and DOS operating systems. The languages available are: LPI-BASIC, LPI-C, LPI-COBOL, LPI-FORTRAN, LPI-PASCAL, LPI-PL/I, LPI-RPG II, and a source-level debugger, LPI-DEBUG. All languages conform to ANSI and/or other common industry standards where no formal ones are present.

Booth #

Language Systems Corp. **949**
1217 E Street S.E.
Washington, DC 20003

Color Lab™ utilizes the full color capability of the Macintosh II to make a variety of color presentations. Color Lab provides a wide range of drawing, coloring and special effects tools to make your art work and presentations colorful, distinctive and unique. It works particularly well with film recorders for making color slides. We are also introducing our full-featured FORTRAN 77 compiler, the first of a series of programming languages and professional tools for Macintosh programmers from Language Systems.

Laser Designs Corp. **1908**
1430 Mass. Ave.
Cambridge, MA 02138

Desktop Publishing — Hardware, Software, and Training. Laser Designs Corp. specializes in equipping and training large firms for in-house desktop publishing. We can purchase equipment for you at prices well below any computer store or mail order house. Let us use our extensive experience in the field to recommend the optimal desktop publishing system for your needs. Our training and follow-up services will ensure that your production department is running efficiently and effectively. SEE US AT BOOTH 1908.

Please see our advertisement on page 94

Laserware, Inc. **1326**
P.O. Box 668
San Rafael, CA 94915

LaserPaint ™, The Integrated Graphics Workshop is a "Next Generation" PostScript graphics & text program for creating camera ready artwork. For the first time, it is possible to DRAW, PAINT, WRITE & PASTE-UP, using just one program, and produce publication quality results. It provides the creative tools you are familiar with and goes on to introduce many new capabilities never before seen on a Macintosh. A complete PostScript illustration program. Full editing of imported bit-maps & painting at up to 600 dpi. Text wrap, text on path & page layout. Automatic 4-color process or line-color separations. And much more.

Layered, Inc. **926**
529 Main St.
Boston, MA 02129

Layered's business software products for the Apple® Macintosh™ personal computer include Insight, Notes… and Front Desk. Insight is a comprehensive, powerful accounting series that

Booth

will analyze and interpret your financial result It won the Macworld first annual World Class award for best accounting package. Insight includes Accounts Receivable and Billing, General Ledger and Accounts Payable. Notes. provides on-line help and templates for users c Excel, PageMaker, Jazz, Works and Word. Front Desk is a time-management system, and useful for professionals and service organizations that need to schedule or track multiple people, facilities, or equipment.

Letraset USA **101**
40 Eisenhower Dr.
Paramus, NJ 07653

Ready,Set,Go!4.0 by Letraset is the newest version of the popular page design program th combines powerful grid-based layout features with advanced word processing capabilities. New features include arbitrary runaround, pag sizes up to 99 x 99 inches, style sheets, visual tab ruler, new interface with grabber hand and diagonal line drawing tool, spelling dictionary increased to 100,000 words with suggest corre spelling feature, and many more. Letraset will also introduce image enhancement software-code named The Realist — that offers the abili to creatively manipulate the gray level informa tion of high resolution scanned images.

Please see our advertisement on pages 18 and 19

Levco **834**
6160 Lusk Blvd., Ste. C-203
San Diego, CA 92121

Levco, creators of the first 68020-based Macintosh enhancement, will demonstrate Prodigy SE™, a plug-in Macintosh SE upgrad featuring a 68020 processor, 1-32 megabytes o RAM, a recoverable RAM Disk and optional 68881 floating-point math coprocessor and 68851 Paged MMU. Running at 16MHz on a 3 bit data path, the Prodigy is faster than the Macintosh II, twice as fast as a Vax 11/780. Al demonstrated and available for sale: 68020-bas Prodigy Prime™ for the Macintosh Plus; 6802 based Prodigy 4™ for the 128K, 512K or Macintosh Plus; *OverDrive*™, a 45-meg intern hard disk; One Plus One™ memory upgrades f the Macintosh Plus; and MonsterMac™, a clip on, SCSI-equipped, 2-megabyte upgrade for 128K and 512K Macs.

Booth #

iving Videotext 529
7 Easy St.
ountain View, CA 94043

ving Videotext will be showing the new color ersion of MORE™. This software combines owerful outline processing with instant desktop esentation capabilities. With MORE you can eate Tree chart and Bullet chart presentations minutes. MORE is designed for people who eed a productivity tool that is both powerful and asy to use. MORE was awarded 1986 Product the Year by MacUser magazine and more cently, Best Outline Processor by IACWORLD magazine.

oDOWN 1338
0 Victor Square, Ste. 600
cotts Valley, CA 95066

oDOWN will introduce their flatbed scanner, CR software and MacFax. MacFax is a high peed facsimile image communications product. Demo's will include MacFAX transmissions rough a Mac to a stand alone facsimile achine and back. LoDOWN's OCR software ill be demonstrated on their sheet fed and flat bed scanners. LoDOWN's optical 400 and 800 MB W.O.R.M., CD ROM drive and CD ROM Development System, including new high capacity hard disks, tape drives and CD ROM optical combos will also be demonstrated.

Booth #

Logic Array/ProAPP 1619
2 Faraday
Irvine, CA 92718

Logic Array is introducing a number of new "ProAPP" brand products for the Mac family: a low cost 14" big screen monitor priced at less than $400, compatible with the Mac 512, Plus and SE. Also 40 — and 100-megabyte internal SCSI hard disk drives for the SE. And other SCSI storage products: a 40-megabyte tape back-up system and a family of external hard-disk drives with capacities of 20, 30, 40 and 100 megabytes.

Booth #

Logic eXtension Resources 1310
9651-C Business Center Dr.
Rancho Cucamonga, CA 91730

Logic eXtension Resources will demonstrate the new 3.0 release of LXR•TEST. LXR•TEST is a major advance in item banking and test generation system software. LXR•TEST integrates *graphics*, word processing, and database functions for a total desktop publishing solution to test development. LXR•TEST features fully automatic item selection, statistics tracking, selective alternative and question scrambling, headers/footers, multi-column alternative layout, instant item placement and relocation, automatic pagination and numbering, training prescriptions and question solutions, and more.

Introducing a publication exclusively for the Professional Macintosh™ user....

MacBusiness Journal™

MacBusiness Journal™ is the first major publication written entirely for the Professional Macintosh™ user. Each issue presents a fresh look at the quality productivity tools available with a special focus on using the Macintosh™ effectively in your business. MacBusiness Journal™ will feature:

- **Step by step introductions to Macintosh Business Applications**
- **Articles written with the Professional Mac user in mind**
- **Multiple means to increase your MacProductivity**
- **Tap the Potential, put your Mac to work!**

Free Trial Subscriptions

are available to all MacExpo attendees

Stop by booth 717 for a free trial Subscription!

MacBusiness Journal™ is a publication of PiM Publications Inc., P.O. Box 869 Fall River, MA 02722. For Dealer or Advertising information call: **1(800)-345-3360** in MA **1-(617) 678-4200.** Macintosh™ is a trademark of Apple Computer Inc.

Exhibitor Descriptions

Logical Operations, Inc. — **Booth # 1606**
240 East Ave.
Rochester, NY 14604

Logical Operations provides a full range of training products and services for Macintosh software. Professional training materials and textbooks are available to support Macintosh computers and software in corporate business environments. Courses come with Student Manual, Instructors Guide and data diskette. Professional trainer training and ongoing support are also available. Current curriculum includes: Intro to Macintosh, Microsoft Word and Excel. Logical Operations also provides on-site corporate training.

Lotus Development Corp. — **Booth # 1154**
161 First St.
Cambridge, MA 02142

Galaxy will get you started on the Macintosh with the functionality of six business modules: Worksheet, Database, Word Processing, Graphics, Communications, and Forms. Information can be moved between modules for a smooth combination of pictures, numbers, and text. As software needs grow, users can access the full power of Galaxy using the Galaxy command language. Applications can be created with the command language to automate and customize one or several of the Galaxy modules.

Lundeen & Associates — **Booth # 411**
P.O. Box 30038
Oakland, CA 94604

New: WorksPlus™ Command, a complete macro package for Microsoft® Works. Command lets you extend and customize Works. You can record frequently used keystrokes and mouse clicks, then play them back with a single keystroke. Or you can write your own commands using the fully integrated programming language. Many enhancements to Works have been built in: style rules, automatic communications log-on, etc. Also: WorksPlusSpell, an integrated spelling checker, glossary, and hyphenation program for Microsoft Works.

Please see our advertisement in page 83

Mac AD/C — **Booth # 501**
1626 Belleville Way
Sunnyvale, CA 94087

WORK REQUEST/MAINTENANCE MANAGEMENT — Used by Educational Institutions, Property Managers and Company Maintenance Departments. An easy to use method for tracking Work Request, Scheduled Maintenance and Costs. THE OFFICE MANAGER — Comprehensive Contractors package. This full featured package is all you need to run the office. It provides for Cash Disbursements/Receipts, Accounts Receivable, Accounts Payable, and Job Costing.

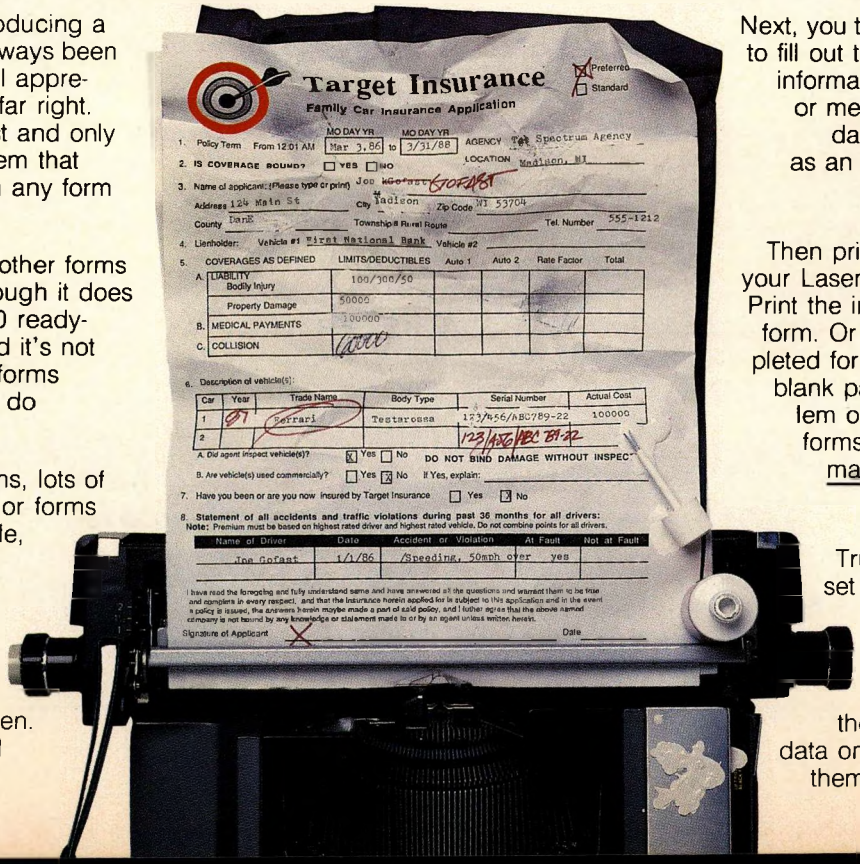
DEFORMED.

Forms deformed? If producing a presentable form has always been a formidable task, you'll appreciate the scene on the far right. It's TrueForm™—the first and only Macintosh™-based system that lets you deftly deal with any form you feed it.

TrueForm is not just another forms software package, although it does offer you a choice of 20 ready-made forms to use. And it's not just a design-your-own-forms program, yet it lets you do that, too.

If you fill out lots of forms, lots of different kinds of forms or forms supplied by other people, TrueForm will transform your working world.

Feed any form into TrueForm's Image Scanner, and it's transmitted to your screen. Complete with logo and graphics. In seconds.



Next, you teach your computer how to fill out the form. You can supply information from your keyboard, or merge information from any database, or use TrueForm as an incredible forms-oriented spreadsheet.

Then print your perfect form with your LaserWriter® or ImageWriter®. Print the information on an original form. Or produce the entire completed form—graphics and all—on blank paper. Eliminate the problem of obsolete or out-of-stock forms inventories. Plain paper may be the only form you'll ever need again!

TrueForm makes it easy to set up a form, choosing the type font, size and style for each field. And with TrueForm you can capture and store both the forms you use and the data on them. Recall and reuse them. Save hours every day.

Exhibitor Descriptions

Booth #

MAC LTD. **130**
32 W. Anapamu #239
Santa Barbara, CA 93101

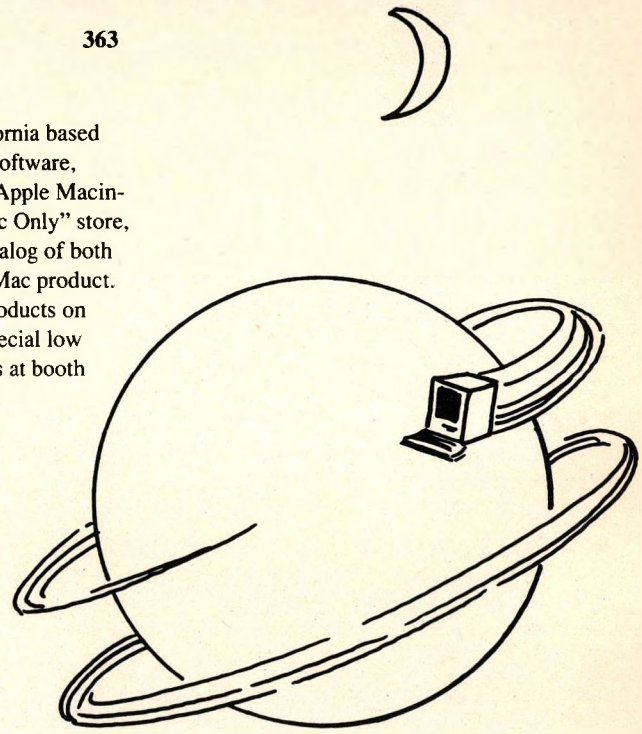
Excerpts from The Macintosh Journal review of CIRRUS drives… 'these drives are a joy to work with. They offer impressive speed, attractive design, quiet operation, and include some of the most extensive and best written software available for Mac hard disks. We give the 20, 30, 40, and 60 MB CIRRUS an excellent rating and recommend that other drive manufacturers follow the CIRRUS example, and design drives that are simple, elegant, and impressive performers.' — Michael Day

Booth #

MacOrchard **363**
1502 A Walnut St.
Berkeley, CA 94709

Mac Orchard is a Berkeley, California based retailer and mail order house for software, hardware and accessories for the Apple Macintosh line of Computers. As a "Mac Only" store, Mac Orchard has an extensive catalog of both the common and the uncommon Mac product. We will have over 75 different products on hand at the MacWorld Expo at special low show prices. Come by and visit us at booth #363!

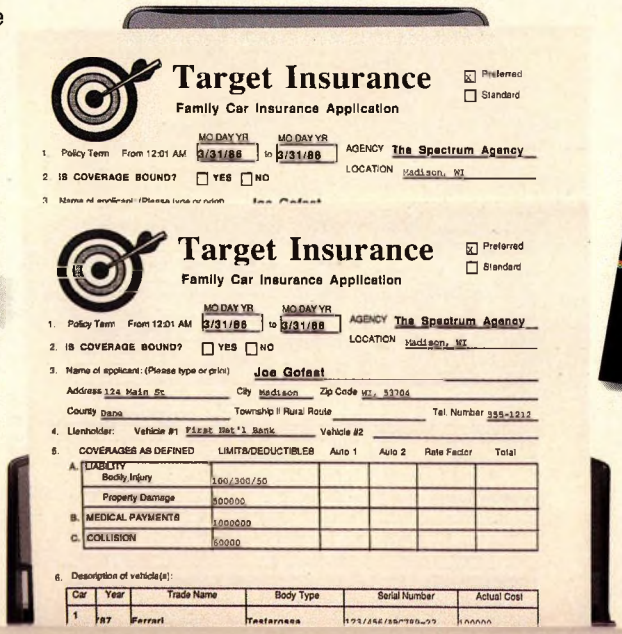
Booth #



TRUEFORMED.

The TrueForm system consists of the TrueForm software package, Image Scanner and MacScan™ software. It's just $1,995 with an unconditional 30-day money-back guarantee.

You can buy the TrueForm software separately for $495, and design your own forms with any of a variety of Macintosh graphics programs. Or Spectrum Digital Systems will scan your forms.



TrueForm works with the Apple® Macintosh 512, Macintosh Plus, Macintosh SE, and Macintosh II. (Scanner requires a SCSI interface.)

Don't deform another form. Reform today with TrueForm, from Spectrum Digital Systems.

To order, or for a free full-color brochure, call toll-free: (800) 541-6661

SPECTRUM™ digital systems

2702 International Lane
Madison, Wisconsin 53704-3122
(800) 541-6661; (608) 244-4300 (in WI)

See us at MacWorld Expo Booth #1719

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Exhibitor Descriptions

Booth #

MacBriefs 259
P.O. Box 2178
Huntington Beach, CA 92647

MacCable 442
101 Townsend St.
San Francisco, CA 94107

The MacCable™ Computer Cable Program, designed and conceived by a leader in the field of high performance cables, offers an intelligent selection of Printer, Modem, SCSI and Specialty Cables, as well as the PhoneNET® and AppleTalk® Connection Systems for Apple® and Macintosh™ computers. Also featured will be the AppleTalk Custom Cable Termination System for Local Area Networks. The entire MacCable Program is packaged in an attractive, informative display designed to make cable selection easy for your customers and salespeople.

MacGuide Magazine 1812
818 17th St., Ste. 210
Denver, CO 80202

Introducing MacGuide Magazine...the ONLY Complete Guide to Macintosh Software and Accessories! This new quarterly magazine — averaging 400 to 500 pages — contains colorful feature stories plus reviews and listings of over 2,000 Macintosh products in every issue. Know what to buy, what to avoid. This is the largest, most comprehensive collection of Macintosh products ever published. The full spectrum of Macintosh products is within your reach! PREMIERES OCTOBER 15. Stop by Booth 1812 for a free preview copy.

MacMemory, Inc. 918
2480 North First St.
San Jose, CA 95131

Stop by MacMemory now and see performance like you've never seen before as we demo our complete line of new products for the Macintosh SE. From memory expansions for all Macs to accelerator boards like TurboMax to internal hard drives and the new SE products, MacMemory provides the complete performance solution for your Macintosh.

Booth #

MacNET Communications 664
P.O. Box 3990
Incline Village, NV 89450

MacNET is an electronic communication and information system for Macintosh computers, combining low cost with ease-of-use and flexibility. It provides a complete electronic mail service, a product information and support system, and a general interest information system. Conferencing, bulletin boards, and searching are supported. It consists of a software program for the Macintosh, and a central network operated by NacNET, Inc. MacNET was developed for individual Macintosh users and for groups of users with common interests.

MacroMind, Inc. 1818
1028 W. Wolfram
Chicago, IL 60657

VideoWorks II — A new, more versatile and more powerful version of the acclaimed animation tool VideoWorks. Its new OverView window is an easy to use front end that adds slide show sequencing of animations and/or illustrations to the original animation system. The animation program features two ways to animate (real-time and cel), color capabilities (for the Macintosh II), and a unique scoring system. Animations may include elaborate sound effects including Macintalk, sampled and synthetized sound. VideoWorks II comes complete with everything you will need to learn the product; interactive tour disk, written tutorials, sample animation and art disks, and an extensive manual.

Please see our advertisement on page 104.

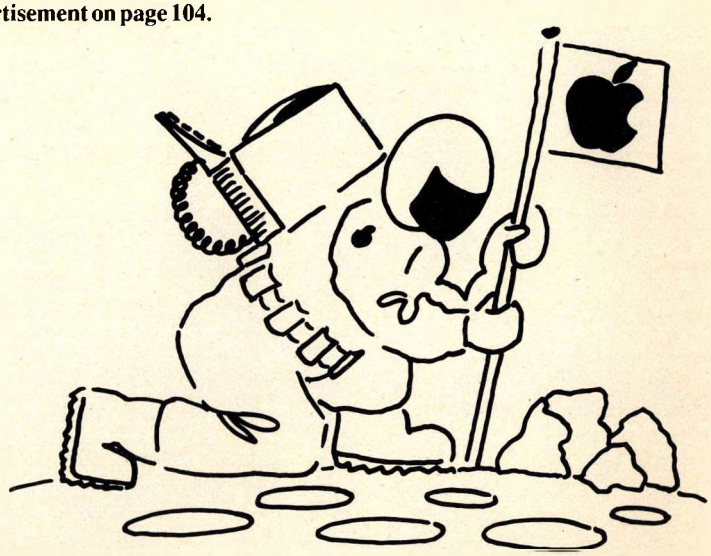
Booth

Macropac International 157
19855 Stevens Creek Blvd.
Ste. 168
Cupertino, CA 95014

"101 Macros for Excel", a collection of 101 prewritten, ready-to-run macros on disk designed to access Excel's most powerful functions and eliminate mundane and repetitive keystrokes and mousestrokes. Packed with features including macros to automatically double space and print a worksheet, set up data bases with one command, create slide show presentations, add menu-driven financial functions, automatically overlay and clean up a worksheets on the screen, plus 95 more shortcuts, utilities and keystroke savers.

MacTimes, Inc. 1914
1174 Barnes St., Ste. 400
Franklin Square, NY 11010

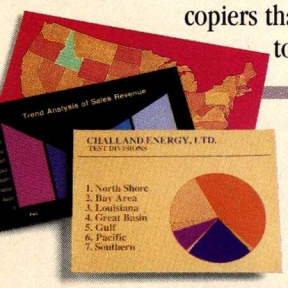
MacTimes, a publication devoted to communicating the most up-to-date information on the Macintosh and related products, will be distributing copies of its most recent issue on th Evolution of Desktop Publishing. Our level of coverage is reflected by the extensive quotation of MacTimes in national advertising campaigns Additionally, MacTimes Press will be displaying preliminary copies of its reference work on Desktop Publishing, featuring a full guide to Macintosh Clip-Art. Special Exposition SUBSCRIPTION RATES and BACK PACKS are available!



The Power of Color.
Until now desktop publishers could only dream of it.

Great minds create powerful ideas in color: Their thoughts may be blue sky, wave a red flag or make the competition green with envy. But, somehow the reports and graphics that spring from these color ideas rarely convey the life and energy of the original thoughts.

Kroy® brings the power of color to desktop publishing and business communications with a simple process compatible with virtually every laser printer, including the Apple™ LaserWriter, and most photocopiers that apply dry toner to the page.



Presentation graphics like these are created on a laser printer, then enhanced for visual impact with KroyKolor.

To bring your idea to life, add KroyKolor™ to the message. There are 60 vivid colors and shimmering metallic foils to match the mood and add impact to your business communications.

The matte and gloss colors range from a cool blue, to a blazing, fire-engine red.

Especially exciting are the 14 metallic foils that perfectly simulate foil stamping on your logos, invitations, letterhead, presentation folders, newsletter, artwork and mock-ups. The dazzling metallics range from polished gold and silver to burnished aluminum and copper.

Signs and display graphics of all types can be created on a printer or copier, enhanced with KroyKolor, then laminated with clear plastic or mounted into a Kroy sign frame.

Applying KroyKolor is an easy (and amazing) process.

After your original has been printed on a laser printer or photocopier, you insert it into a sheet of KroyKolor transfer film, feed it through the processor, peel away the transfer film and you have vibrant color in seconds.

The real fun begins when you create multi-color business graphics (such as a pie chart with each slice a different color). To do this, cut pieces from various colors of transfer film and place the pieces onto the areas of the graphic you wish to highlight. That's how the multi-colored examples shown in this ad were produced. It's possible to produce multi-colored presentation graphics in a few minutes which would have taken several days (and several hundred dollars) to produce at a print shop.

Kroy, a leader in graphics technology for 27 years, also provides quality papers to make your color presentations look even better.

Fulfill your dream of desktop publishing in color today for just $995, the suggested retail price of the KroyKolor processor.

KroyKolor film is available in boxes of 10 or 100 sheets and is priced at about 50¢ per sheet.

For information or to place an order call toll free:

800-521-4997

In Arizona 602-951-1593
Weekdays 8am-5pm MST

The KroyKolor processor accepts materials up to 12'' wide. KroyKolor transfer films are slightly larger than an 8½x11'' page, providing edge-to-edge coverage.

KroyKolor™

A product of Kroy Sign Systems
7560 East Redfield Road
Scottsdale, Arizona 85260

Kroy, KroyKolor and Kroy Sign Center are trademarks of Kroy, Inc.
Prices do not include UPS shipping or applicable sales tax.

Exhibitor Descriptions

MacTutor — **Booth # 1034**
1240 N. Van Buren St., #105
Anaheim, CA 92807

Featured at Macworld Expo/Boston is MacTutor, the Macintosh Programming Journal, a technical journal for programmers and developers. Also available is The Best of MacTutor Vol. 1 and 2. These two volumes cover the articles from our first two years of publication. Selected technical software will be available for purchase.

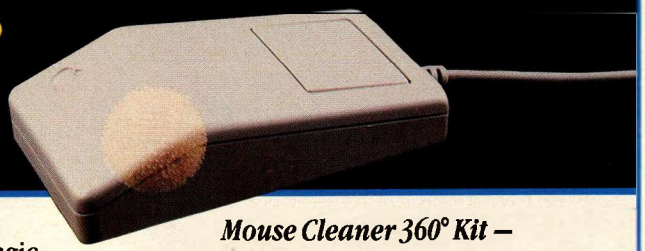
Please see our advertisement on page 46

MacUser — **Booth # 1060**
11 Davis Dr.
Belmont, CA 94002

MacUser, the Macintosh Resource delivers hands-on power user tips and techniques, in-depth coverage about business, education, and professional applications. Every monthly issue features over 275 product reviews. Stop by our booth and pick up your free issue!

Please see our advertisements on pages 39, 41, 43 and 45

Mouse Cleaner 360°



- Mouse Cleaner 360°'s Magic Scrubber Ball gets your mouse squeaky clean in seconds!
- Makes messy cotton swabs obsolete.
- Keeps your mouse operating like new!!

Mouse Cleaner 360° Kit — Just $16.95 at your Computer, Accessory or Office Supply Dealer.

ERGOTRON inc
1621 E. 79th Street
Minneapolis, MN 55420
612/854-9116 ■ Telex #4310015

MacWEEK — **Booth # 356**
525 Brannan
San Francisco, CA 94107

MacWEEK, the Workstation Newsweekly, is the premiere publication for corporate and other volume users of Apple Macintosh computers and other graphics workstations. MacWEEK features late-breaking product news, reviews, how-to's, features and opinion columns of specific interest to those interested in making the most of their investment in Macintosh computers. Upcoming special feature issues will cover: desktop publishing, graphics, artificial intelligence, CAD CAM applications, word processing, networking, mass storage, spreadsheets, spoolers, accelerator boards and more.

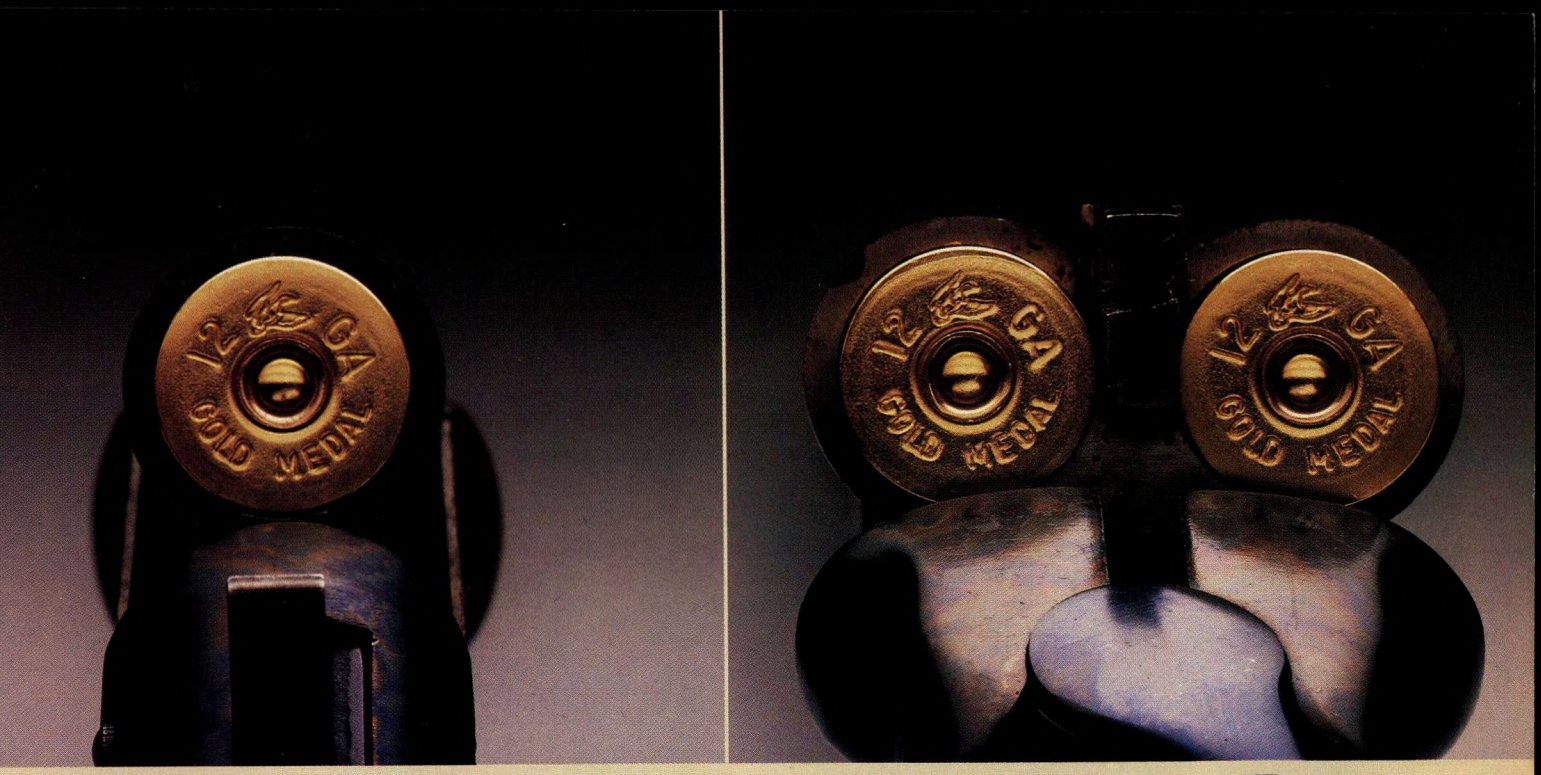
Mainstay — **1130**
28611 B Canwood
Agoura Hills, CA 91301

Manx Software Systems — **611**
P.O. Box 55
Shrewsbury, NJ 07701

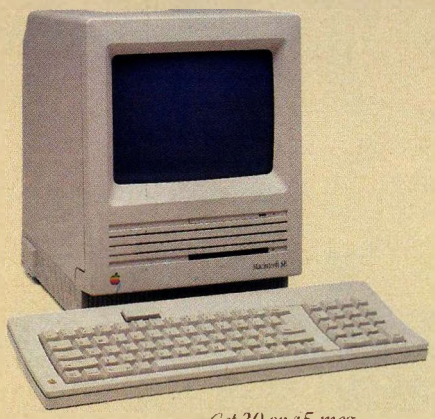
Aztec C68k for Macintosh, Macintosh+, Macintosh SE, and Macintosh II. Aztec C68k translates programs written in the C programming language into executable machine code. Package includes C Compiler with in-line assembly, assembler, overlay linker, and object librarian. Enhanced levels include UNIX utilities, vi-like editor, symbolic debugger, profiler, automatic update service, and library source. Features of Version 3.5: *Source level debugger *Full support for Mac II *Full MPW compatibility *new options for compiler, assembler, linker *enums, bit fields, 32 charac. external symbol names *68020 and 68881 support *additional assembler directives *new and enhanced utilities *source level compatibility with MPW C *additional functions and libraries *support for MacsBug and TMON

MENU — **1907**
1520 S. College Ave.
Ft. Collins, CO 80524

MENU, the world's largest and most comprehensive software information database, features the original MAC MENU™ Guide to MACINTOSH software. This 96 page comprehensive guide lists over 2300 application programs for the MACINTOSH. The MAC MENU Guide covers eight subject categories including professional, personal, entertainment and productivity software among others. MENU also provides custom software search services as well as a central source for the purchase of software.



50% MORE STORAGE. IMAGINE WHAT IT'LL DO FOR THE MAC SE.



Get 30 or 45 meg storage with our internal drive upgrade.

Until now, there were only 2 ways to buy the new Mac SE.™ You could get it equipped with two 800K floppies. Or, with a floppy and a 20 meg internal drive. Those were your choices.

We thought that was a little limiting. What about all the storage hungry people out there? People who want to outrun, outsmart and outdo the competition? Well, here's your answer.

INTRODUCING INTERNAL HARD DRIVES FOR THE MAC SE. THE 300 SE AND 450 SE.

Before you buy your Mac SE, have your dealer replace one of its standard 800K drives with our 30 meg drive (300 SE). That gives you 50% more storage. 50% more, that's nothing to sneer at. And all it will cost you is $100 over the regular 20 meg SE price.* Or if you want more storage, have our 45 meg drive (450 SE) installed.

Our drives come with shock absorbing mounts to manage the hustle and bustle of everyday use. And if you need to chain hard drives or tape drives, you can easily turn termination on or off. Plus, changing SCSI address is as easy as a push of a button. (Apple doesn't offer any of these features.)

So if you're after the most storage a little money can buy, talk to a Mirror Tech dealer. And together, we'll make your Mac SE the best it can be.

FREE SOFTWARE. ANOTHER GREAT REASON TO UPGRADE.

If you choose to upgrade your Mac SE with our 30 or 45 meg drive, we'll give you THINK Technologies LaserSpeed™ (a $99 value) free.

Plus we'll throw in QuickPrint™ (a $79 value) and SafetyNet Personal backup software (a $150 value) too.

Of course, both of these drives are covered by our full-year warranty. So give your Apple dealer a call right away. Because when a deal's this good, the phone lines get busy real fast.

MIRROR TECHNOLOGIES Inc.

2209 Phelps Road, Hugo, Minnesota 55038 (612) 426-3276
Canada Distributor, Peripherals Plus Inc. (514) 849-5685

Macintosh SE is a trademark of Apple Computers, Inc. LaserSpeed is a trademark of THINK Technologies. *With rebate on 800K floppy.

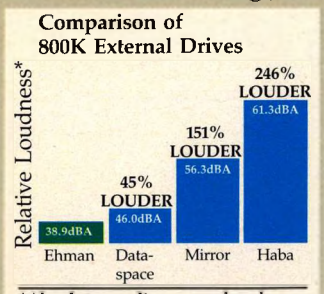
Power and Elegance

Wyoming's elegant – and very powerful – Elk in beautiful Teton country. (Photo courtesy Wyoming Travel Commission.)

Finally, disk drives that offer the advanced power and elegant design at the price you've been waiting for.

800K Disk Drive

- *Extremely Quiet*
- LED (so you know the silent drive is running!)



*Absolute readings — related on a logarithmic basis. Independent tests conducted by Univ. of Utah, Mechanical Engineering Dept.

- Manual eject button
- Compatible with old and new Mac ROMs — use on standard 512K
- Compact case matches Mac aesthetics
- *12 month warranty* (four times Apples!)

20MB and 40MB SCSI Hard Disk Drives

- Smallest drives available — completely portable
- Head-locking safety feature, rated 60 Gs
- Mean failure time of 25000 hrs.
- SCSI port available for 512K Macs
- *12 month warranty*

Ehman 800 *double-sided external drive and* Ehman 20HD *20MB SCSI hard drive. State-of-the-art design and performance. Completely silent, completely portable. With 12 month warranty.*

Ehman Engineering — The Dependable People

Like hundreds of companies have for years, you can depend on Ehman Engineering for the finest Macintosh peripherals at unbeatable prices. (Ask about our top-quality memory upgrades and 512K SCSI port for the Mac.) We take pride in our work, which is why all Ehman products are elegantly designed inside and out, and come with a 12-month warranty. And we take care of our customers, which is why you'll always find a friendly, knowledgeable person on the other end of our 800 number.

Call us today for details on the complete Ehman product line. We're looking forward to talking with you.

EHMAN ENGINEERING, INC. **(800)257-1666**

115 Apache Drive, Evanston, WY 82930

Macintosh and Macintosh Plus are trademarks licensed to Apple Computer, Inc.
Ehman 800, Ehman 20HD and Ehman 40HD are trademarks of Ehman Engineering, Inc.

ASK ABOUT OUR SPECIAL LEASING PROGRAM

Exhibitor Descriptions

Mergenthaler Linotype — **Booth # 635**
200 Unicorn Park Dr.
Woburn, MA 01801

Linotype will be displaying their Linotronic 300, Laser-based Imaging System in a postscript configuration. The Linotronic 300 is capable of outputting text and graphics at resolution of 635 — 1275 — and, 2540 dots per inch. Additionally, an updated postscript RIP will be shown with faster processing speeds and greater storage of fonts on line.

Meta Software Corp. — **Booth # 946**
150 CambridgePark Dr.
Cambridge, MA 02140

Introducing *Design 2.0*, the powerful graphics and text handling program for visualizing complex systems that run on the Mac II, in color, and on standard Macs. Features: multi-level diagrams, powerful editing capabilities, hypertext, connectors automatically redrawn, PICT format output, up to 10,000 page documents, new documentation. Applications: flowcharts, system design, communication networks, presentation graphics, brainstorming. Meta Software also offers Design + DA Development System and Design Open Architecture Development System, programmable systems for developing final applications.

Please see our advertisement on page 11

Micah Storage Systems, Inc. — **Booth # 447**
56 Worral Dr.
Newark, DE 19711

Micah Storage Systems continues to bring Micah to the front of the Macintosh video and storage arena. Micah's all American component drives (20,30,45,90 meg) are compatible with all Macs from the 512E through the Mac II. So whether its an internal AT or external XT drive you need for your Mac, Micah has the highest quality drive for you. The Micah Vision video system for the Mac SE and II are the first available to offer you double tabloid size at 72 DPI and WYSIWYG. So look to the future with Micah's advanced technology, today!

Micro Dynamics, Ltd. — **Booth # 1556**
8555 16th St. Ste. 802
Silver Spring, MD 20910

Micro Dynamics MARS (Multi-user Archival and Retrieval System) is an integrated electronic document management system that allows a network of users to permanently store and quickly retrieve vast quantities of scanned paper and/or computer-generated documents using Macintosh computers, digital scanners, and WORM (write-once, read-many) optical disks. This cost-effective system features a modular software design incorporating state-of-the-art technologies, fast retrieval, security, and easy customization.

Please see our advertisement on page 37

Micro Planning International — **Booth # 846**
235 Montgomery St.
Ste. 840
San Francisco, CA 94104

MICRO PLANNER Plus, one of 1986's "50 Best Software Products for the Macintosh", is a powerful yet easy-to-use, productivity package designed to help you achieve objectives on time and in budget. The program is friendly, intelligent and quick to appreciate potential problems; even the most complex project is presented in understandable 'visual' models so resources are controlled and progress monitored. PROJECT EXCHANGE, a new extension allowing projects to be planned in coordination with other packages — not simply spreadsheets, databases but also mini/mainframe systems — provides a level of accuracy and control never available before. Take responsibility for your projects with MICRO PLANNER Plus and PROJECT EXCHANGE — an unbeatable combination.

Microfinancial Corp. — **Booth # 637**
15404 E. Valley Blvd.
Industry, CA 91746

Flexware is a complete line of multi-user applications for the Macintosh including Receivables, Payables, General Ledger, Inventory , Job Cost, Payroll, Purchasing, and Order Processing plus a wide variety of software for specific markets. Flexware has been refined for more than a decade. It is specifically designed for the serious software needs of more successful companies. It is available for IBM, VAX and other computers which can be connected together in the same network.

MicroGraphic Images Corp. — **Booth # 320**
20954 Osborne St.
Canoga Park, CA 91304

MegaScreen Video Systems are a large-screen enhancement designed to increase the available workspace display on Macintosh 526%. Compatible with standard Macintosh software, the system is available for Macintosh Plus, 512k Enhanced and SE versions. All video parameters are fully user-definable through software. Included with the system is MegaTalk Electronic dual-screen mail software and MegaZoom, a utility program which produces a magnified image of the Macintosh screen on the 19.5" MegaScreen. System resolution is 1024 x 900 (maximum), and is available with many options.

Please see our advertisement on page 9

Microsoft Corp. — **Booth # 207**
16011 N.E. 36th Way
Redmond, WA 98073-9717

Microsoft, the top-selling developer of business software for Macintosh, will be demonstrating the following products. You'll see the latest version of Microsoft Word 3.01, Microsoft Works 1.1 and Microsoft Excel 1.04-working together in an office scenario on an AppleShare network. These products now feature AppleShare support, Macintosh II compatibility and removal of copy protection. Other products featured will include Microsoft File, Chart, Multiplan, BASIC Interpreter, BASIC Compiler, FORTRAN and the ever-popular Flight Simulator.

Booth #917 is Beyond "4th Dimension"

4th Dimension® is a trademark of Acius, Corp.

A Power-User introduces ...

"Automated", multi-user, programmable, power-base.

Current database products are too difficult to set up, hard to use, inflexible, and not productive enough to justify the time and associated costs... even 4th Dimension. Power-user developed 1stTEAM offers the unique, significant advantage of "automatically" producing small "work files" in the "read-only" mode from a large master file. Each sub-file then becomes the "personal" file to be worked on, updated, transmitted, or printed. The master file allows only one "administrator" access, while unlimited others can retrieve specific records through a relational "JOIN" command. 1stTEAM can "remember" all your Reports, Macro-Queries, Produce-A-Datafile, Append, Update, etc. in the form of Icons that can be launched as a group from the Finder! Since they are Icons, they can be moved, or modified just like any other file. This feature permits print files of reports, invoices, labels, etc., to be produced at off-hours along with automatic file updating and preparation of the new days "work files". **It's simple to use!**

and ... Custom Vertical Market Interfaces:

1stDESK regognizes that many businesses, consultants and VARS are "bottom-line", or marketing oriented and are not interested in "programing" even at the lowest level of our products. 1stDESK has created the "VMI " (Vertical Market Interface) which allows 1stDESK programmers access to code that can efficiently produce custom screens, graphics, reports, charts, hardware interfaces, etc. written in "real" programming language. The solutions 1stDESK can provide using VMIs' are not available through the "user-interfaces" of even the most sophisticated databases. A VMI is not a "Template", it is a custom vertical market interface. 1stDESK does not supply "turn-key" integrated systems, such as the "does-everthing" accounting package, this is the job for you, the consultant, or VAR.

---

and how about these for application ideas...

Sales, Marketing, Telemarketing: Since cost effectiveness is a factor, and the myriads of inquiries have to be quickly and efficiently analyzed to qualify potentials, aVMI could be designed to download files from other computer sources, merge lists, auto-dial phone numbers from this merged list, provide a "Query" screen with "prompts", a daily activity analysis, custom letters, and compare leads and lead source to sales.

Dealer/Distributor Referals: 1stDESK could provide an on-screen "map" which your operator could simply click on the approximate "area" in question, the dealer data would appear in a window, enter the inquiry send literature, and modem the leads for follow-up, integrated into a single package!

Personel Agency: Many businesses require "matching". Use a VMI-Match to provide viewing the person and company files simultaneously. Clicking each field would present an "IF" box to select qualification range, once you have selected as many fields as desired you just click again to see a report of ranked potential matches.

Handicap Telecommunications: The Macintosh user interface is exploited to the limit of simplicity in 1stGATE allowing almost "click" only remote database access. 1stGATE/1stPORT could be automatically interfaced to a remote mainframe database with total 1stGATE/Macintosh interfaces. The new keyboard- bus introduced on the Mac-SE and Mac II could accomodate special input devices to aid the handicapped.

Auto Parts Store: 1stDESK and Macintosh combined power potential becomes incredible here. Type in the make and model of the car, "Click" on a graphic view of the car, it "explodes" into the main components, click the engine graphic and you see the components, click the component and you will see the inventory and pricing!

Medical Professional: A VMI could provide a ready to use package for patients to register for their visit in the office, diagnosis, diagnostic results, drug recommendations, automatic billing, and reminders of appointments.

*** THE PERFECT VAR/VAF PLATFORM ***

1stDESK Systems, Inc. 7 Industrial Park Rd., Medway, Ma. 02053 1-800-522-2286/(617)-533-2203

Booth #917 is Beyond Belief !!!

Create a database from MacPaint®

... sorry FileMaker®+, now *you* could be the orphan!

Draw, or "digitize" almost any "paper" form design and 1stSCANs" "Smart-Scan" feature reads the PIC file creating the fields based on "hollow blanks" and disconnected lines. 1stSCAN opens an exact reflection of your printed form as a database entry screen, ready to format, but without the confusion of creating and moving of those "little squares".

Bulletin Board with Remote Database

... sorry Red Ryder, it's very simple to use.

1stDESK has an exiting new Bulletin Board with database capability! To dial out and log on simply "click" the mouse ... the unattended remote Mac answers, you get a standard Macintosh "drive/file" selection box. Now you can leave messages, brouse, transfer files to and from folders, volumes, and Macs just like it was your own local drive or network. More amazing is the "tranparent" user interface if you get if you select to use the 1stGATE database option, it looks just like our 1stFILE program! Remotely you can edit, add, delete and even search records remotely!

Merge any data into MacWrite®/WORD®

... sorry MicroSoft®, it's far easier than your "merge".

1stMERGE is a stand-alone list manager that produces and uses 1stDESK files, but output directly using your word - processing program with three mouse "clicks". You create a form letter in MacWrite/MS-WORD using "[ ]" to define the data insertion points. 1stMERGE allows using the same field any number of times. The data can be from any 1stDESK file, converted from any data source, any modem file, any Macintosh or other computer database. You can even use the data from 1stFILE created from MACROS to select the wording to make each different based on the individual case. 1stMERGE features a selction of page range, IF, and multiple labels.

New Era In Data Management Systems

Keep it SIMPLE, make it POWERFUL, and offer ...

30 Day Money-Back-Guarantee,
Sell Manuals Without Software,
Custom Interfaces For Users/VARs,
provide Free* Demos Too!

Why hasn't anyone else done that?
They aren't users ... that's why!

***Available free at your Apple Dealer if you bring 800k.**

1stGATE,1stSCAN,1stTEAM, are reg. trademarks of 1stDesk; Apple,Macintosh are reg trademarks of Apple Computer, Inc; Microsoft, and WORD are reg. trademarks of Microsoft,Corp; FileMaker+ is a reg trademark of Forethought, Inc

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1stDESK Systems, Inc. 7 Industrial Park Rd., Medway, Ma. 02053 1-800-522-2286/(617)-533-2203

Exhibitor Descriptions

Booth #

MicroStore, Inc. **1222**
Rte. 3, Box 168
St. Peter, MN 56082

MicroStore manufactures the highest quality portable 3.5" disk storage units available (see MacWorld, April edition, review of Disk Carriers). The DiskBook product line is a portfolio design with 3 models to choose from: DiskBook — 32 holds 32 disks; DiskBook-Plus holds 16 disks, notebooks pads and pens; and the DiskBook-10 holds 10 disks. The compact slimline Traveller series, with a design similar to billfolds, is also offered in 3 models: Traveller-12 which holds 12 disks; Traveller-8 holds 8 disks, and the Traveller-4 holding 4 disks. DiskBooks and Travellers are available in the popular colors of navy, red, gray and burgundy. MicroStore newest product the Fast-Pad mouse pad, which is designed for the Teflon bottomed mouse as found on the Mac II and SE, comes bundled with Tef-Glides-teflon surfaced mouse feet for the Mac Plus & 512. The Fast-Pad's special textured surface provides for low friction and consistently accurate mouse tracking—you can easily grab and move objects by the pixel with no annoying skips. Fast-Pad's durable laminated surface is easily wiped clean, resists soiling and will last years. Fast-Pads are offered in gray, blue, Mac platinum or beige, and limited edition tahitian floral prints.

Microtech Peripherals, Inc. **1709**
29 Business Park Dr.
Branford, CT 06405

Micro MAC 30&800 — Fast and powerful, extremely quiet, compact and lightweight, the Micro MAC series hard and floppy disk drives are designed with the true MAC enthusiast in mind, delivering subtle qualities without sacrificing high performance. NOVA 20 & 30 & 50 — With unsurpassed speeds in its class, the NOVA series hard disk drives give you more megabytes and greater speeds for your dollar than any other external Macintosh compatible drive currently on the market today.

Please see our advertisement on page 21

Booth #

Microtek Lab., Inc. **500**
16901 S. Western Ave.
Gardena, CA 90247

Microtek Lab., Inc.is the leading manufacturer of desktop image and text scanners. Microtek's family of sheetfeed and flatbed scanners offers the finest image processing capabilities available. Microtek also features a diverse line of related products such as Intelligent Facsimile Boards and CAD/CAM conversion software. Our product line includes two 300 dpi intelligent sheet-feed scanners, the MS-300A and MS-300C, with superb image processing capabilities. For flatbed needs, the MSF-300C offers the same superior 300 dpi features. All operate in both the IBM-PC and Macintosh environments. The MFAX96 Intelligent Facsimile Board gives facsimile capabilities to users of PCs and Microtek scanners. To round out the Microtek family, CADmate raster to vector conversion software can be used to interface the scanners to CAD/CAM systems.

MicroTouch Systems, Inc. **1904**
10 State St.
Woburn, MA 01801

Announcing touch screen input for the Macintosh! MicroTouch will exhibit totally mouse-compatible touch screens for all Macintosh models including the Mac II. With the MicroTouch driver, all existing Macintosh software can be used with these all-glass, high resolution capacitive touch screens. The controller averages the entire finger contact area to one of 1024 touch points in each axis to give mouse-like resolution to the finger. Complete Mac II touch monitors available; kits available for other Macs (installed by user or MicroTouch).

Migent, Inc. **615**
865 Tahoe Blvd., P.O. Box 6062
Incline Village, NV 89450

The Migent Apple Products Group presents three products on the forefront of technology: MIGENT POCKET MODEM — Come see what MacWorld described as "...an exceptionally inexpensive and convenient way to get on line." MIGENT IMPACT! — Come see this revolutionary desktop publisher that puts multi-user capabilities into a single package with complete word processing, drawing and painting functions. IN-HOUSE ACCOUNTANT — Come see this released accounting package and be amazed at how easy and powerful computerized accounting can be.

Booth #

Miles Computing, Inc. **618**
7741 Alabama Ave., #2
Canoga Park, CA 91304

Miles Computing is pleased to announce 3 new products. Harrier Strike Mission II is the long-awaited update: complete with new scenarios, faster action, and more control. Trici Venola is back with 2 full disks of astonishing graphics in Mac the Knife 5: People, Places & Things. And don't miss The Fool's Errand, a fantasy puzzle by Cliff Johnson-a game like no other. Three disks of unbelievable play. You've never seen anything quite like it.

Please see our advertisements on pages 49 and 86

Mindscape, Inc. **417**
3444 Dundee Rd.
Northbrook, IL 60062

Entertainment and Desktop Publishing software for the Macintosh. Featuring: Shadowgate, the third in Mindscape's line of graphic adventures following Deja Vu and Uninvited. Also featuring GraphicWorks 1.1, the only desktop publishing tool for the Macintosh that fully integrates professional graphics, text, and page layout.

Please see our advertisement on page 48

Mirror Technologies **323**
2209 Phelps Rd.
Hugo, MN 55038

Mirror Technologies, usually known for high capacity hard drives, will be showing its first software product ModemShare, a modem server for Macintosh networks. ModemShare lets multiple Macs share a modem much like they currently share a laserwriter. It works in the background or foreground and is compatible with most major telecommunications packages. Mirror will also show its SE and Mac II internal drives, tape backup units and our gigabyte "ProStation" drive.

Please see our advertisement on page 65

Moniterm Corp. **463**
5740 Green Circle Dr.
Minnetonka, MN 55343

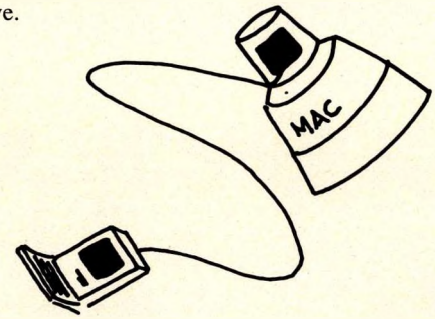
Mystic Valley Research, Inc. — Booth # 1916
44 Forster Ave.
Mt. Vernon, NY 10552

MAXFAX™. A *new* concept for the Macintosh: • Automatically send any Mac page to any facsimile machine in the world. • Send form letters to hundreds of facsimile machines at once. • Access the 85,000 name facsimile directory. • Transmit any Mac file to any other MAXFAX™ equipped Mac at 9600 baud. • Save time and money with the MAXFAX™ CENTRAL message storage system. • The MAXFAX™ system is superior to the most expensive office facsimile: • Easier to use. • Crisper, error-free images. • Incredibly inexpensive.

Nantucket Corp. — Booth # 547
12555 Jefferson Blvd., #300
Los Angeles, CA 90066

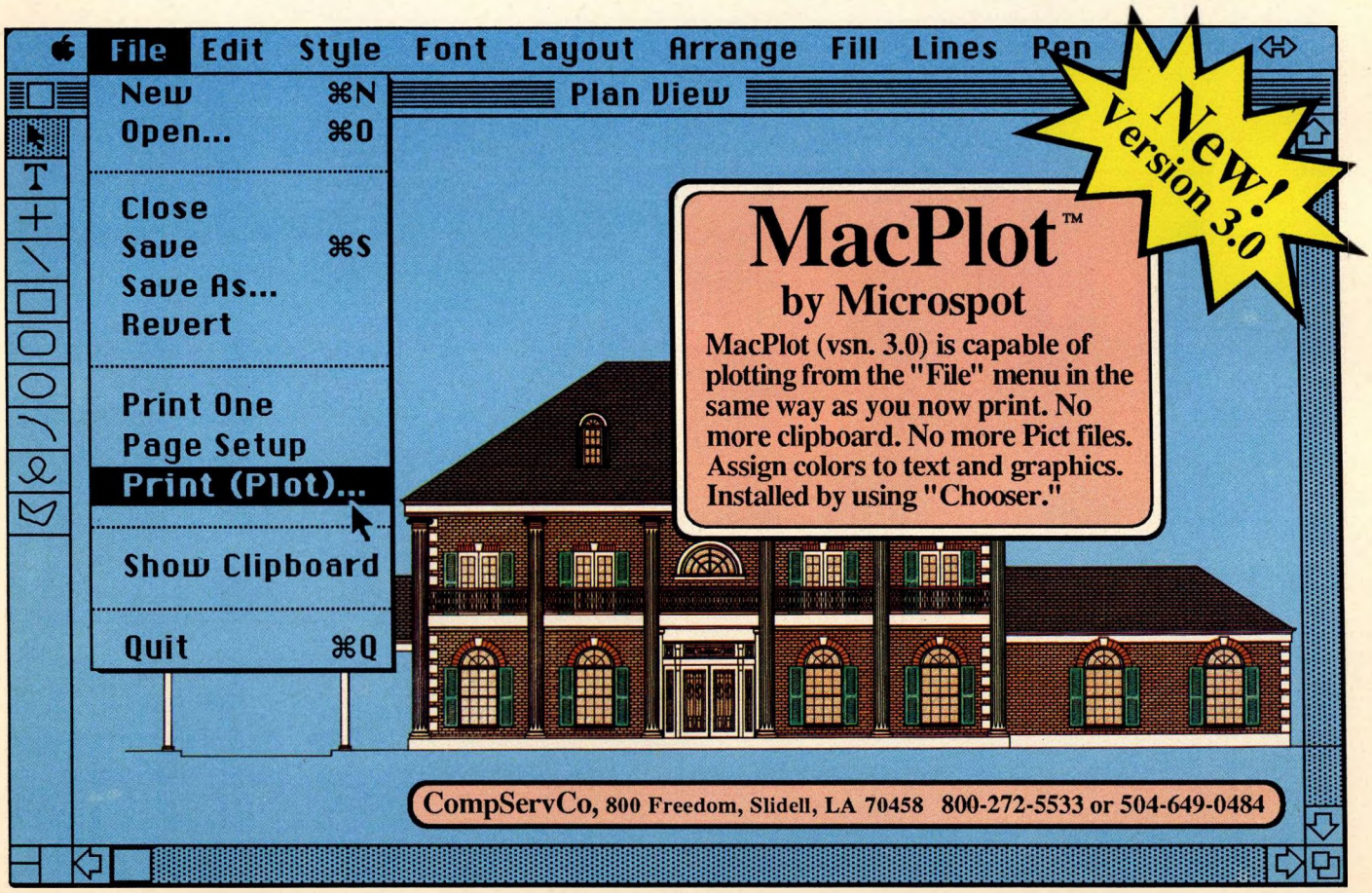
McMax is a complete database management system for the Apple Macintosh™. McMax combines an easy to use menu driven mode using the MAC interface and an interactive command mode. McMax offers full compatibility with dBase III, the ability to transfer applications from the IBM PC to the Macintosh, fast execution speed, and a powerful programming editor.

Please see our advertisement on page 30

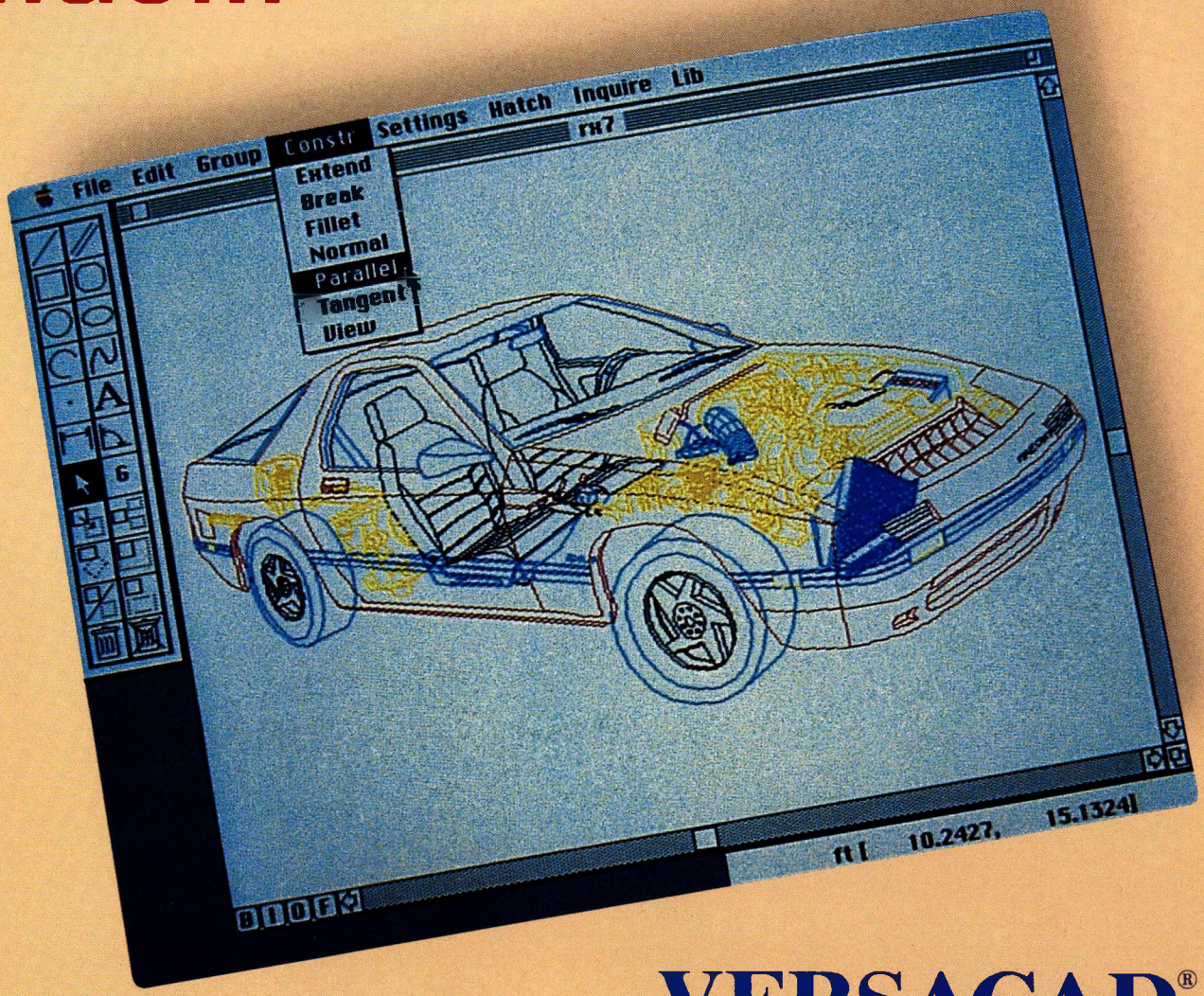


National Association of Desktop Publishers — Booth # 1040
P.O. Box 508, Kenmore Sta.
Boston, MA 02215

An independent, not-for-profit trade asssociation, the National Association of Desktop Publishers (NADTP) provides members with a comprehensive, low-cost source of Desktop Publishing information and services. NADTP is designed to foster growth in the Desktop Publishing industry, and to bring dynamic user feedback to manufacturers, developers and vendors. The NADTP philosophy encourages the exchange of ideas by providing an open forum through which participants can access and contribute pertinent and timely information via printed and electronic media. Membership benefits include subscription to the *NADTP Journal, The NADTP Buyers Guide, The NADTP Product Directory, EP&P™87, GEnie™* (the General Electric Network for Information Exchange) featuring the *NADTP Desktop Publishing RoundTable™*, as well as complimentary and discounted books, magazines, newsletters, trade shows, seminars,



Professional CAD arrives on the Mac...



VERSACAD®
Macintosh
EDITION

See Versa CAD at Booth 423

Versacad Corporation, 7372 Prince Dr., Huntington Beach, CA 92647 • (714) 847-9960

The New VersaCAD/Macintosh Edition will be Demonstrated in Booth #423—Please Visit Us.

Booth #

conferences, and travel arrangements. NADTP is the primary source of Desktop Publishing industry information. EP&P is a trademark of MacLean Hunter Publishing Co. GEnie and RoundTable are trademarks of General Electric Information Services Co.

Please see our advertisement on page 16

National Instruments 815
12109 Technology Blvd.
Austin, TX 78727

LabVIEW™ — Macintosh software system for scientists and engineers provides an environment for data acquisition, data analysis, data management, data presentation, and instrument control. NB Series — Family of data acquisition cards for Macintosh II. Includes A/D, D/A, Digital I/O, DMA, and real time system integration. IEEE-488 — Interface hardware and software for Macintosh, Macintosh Plus, Macintosh SE, and Macintosh II.

NCR Microelectronics 129
1635 Aeroplaza Dr.
Colorado Springs, CO 80916

Apple expanded the capabilities of the Macintosh with SCSI. The versatility of SCSI accomodates such peripherals as printers, scanners, digitizers, communications gateways, and I/O processors, as well as disk and tape drives. Apple chose the NCR 5380 because it met their stringent requirements for the Macintosh. NCR has an SCSI product to meet your price/performance requirements. And, with NCR's 53C80 "Supercell", you have the flexibility to custom design your own chip. If you need to talk SCSI, talk to NCR.

Network Specialties 658
1485 Bayshore Blvd., Ste. 459
San Francisco, CA 94124

New Directions Software/Imageclub Graphics 1610
#206, 2915 — 19th St.
Calgary, Alberta Canada T2E 7A2

The FastForms Construction Kit is a powerful forms generation package. Forms are designed and drawn with the FastForms drawing application. This application features tools such as grey screens, text editing, interactive fields, hairlines, grids, data export, and some unique object alignment and distribution functions. The FastForms desk accessory provides instant access to your forms and allows you to quickly fill out and print a form without having to quit the application you may be using.

Booth #

New Image Technology, Inc. 656
10300 Greenbelt Rd.
Seabrook, MD 20706

New Image Technology, Inc. offers a family of image processing products. The latest addition to the family, MacScan™, is the first of a new generation of low cost, high performance page scanners based on the revolutionary Canon IX-12 page scanner engine. MacScan™ reads an 8.5" x 11" page in under 15 seconds at 300 dots per inch. The MacScan™ software also provides multiple scanning modes, resolutions, brightness' and the most save formats available. The program also offers a full 300 dpi tool box for quick, easy editing. New Image Technology, Inc. will also be showcasing new products.

Northeast Data Processing Supplies, Inc. 619
80 Brick Kiln Rd.
Chelmsford, MA 01824

We offer a full line of supplies and accessories for the MAC and other systems. Special pricing and "free" promotional items will be available. Products include diskettes, ribbons, storage accessories, paper, labels and more.

NuDATA 343
3206 Scott Blvd.
Santa Clara, CA 95054

NuDATA announces its innovative line of second generation mass memory products for the entire Macintosh SCSI family. NuDATA offers the highest quality hard disk, tape back up, and removable media subsystems available. NuDATA's Data Cell, Data File, and Giga Cell family of products provide unsurpassed reliability, versatility, and convenience. Ranging from 20 megabytes to 660 megabytes, all NuDATA subsystems come bundled with our full complement of superior software, including Omni Backup, the newest in archival software.

Odesta Corp. 1016
4084 Commercial Ave.
Northbrook, IL 60062

Double HELIX II. Posting, validation, integrity features, and much more. Faster, more powerful, and easier to use. HELIX MultiUser Kit. No file server required, AppleTalk network. Works with any hard disk. HELIX VMX. Combining the best of both worlds — Macintosh and VAX. Full multiuser system — AppleTalk support — micro to mainframe power.

Booth #

OfficeTalk, Inc. 443
345 Montgomery Ave.
Bala Cynwyd, PA 19004

OfficeTalk™ is the desktop communications and publishing program you don't have to be a rocket scientist to understand. OfficeTalk services include — electronic mail, 100% guaranteed error free text and graphic file transmission, downloadable graphic designs, software technical support 24 hours a day, and on-line teletypesetting through a LaserWriter Plus or Linotronic 100 imagesetter. OfficeTalk is available through local access numbers across the US, Canada, and most of the countries overseas.

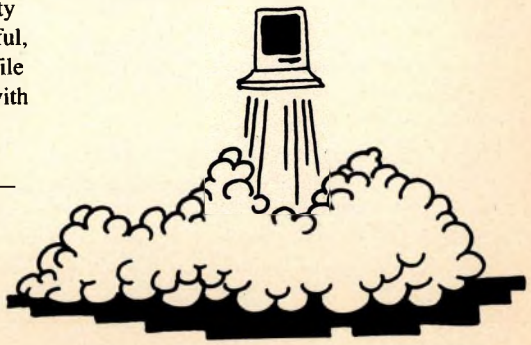
Olduvai Software, Inc. 641
6900 Mentone
Coral Gables, FL 33146

Icon-It!: a utility that puts an icon bar into any application. Maze Survival: an exciting action game featuring digitized sounds. DA-Switcher: a utility that lets you "switch" the accessories in the Apple menu. Read-It!: the first OCR for ThunderScan. It has the ability to learn from new typefaces, recognizing a virtually unlimited number of fonts. Read-It! 300: same features but optimized for 300 DPI scanners. We will also preview a 68020 LaserWriter accelerator board.

Please see our advertisement on page 92

Opcode Systems 353
444 Ramona
Palo Alto, CA 94301

Opcode Systems — manufacturers of hardware and software products which use the Macintosh and MIDI music synthesizers as a workstation for the creation, recording, playback, editing, printing, storage, and organization of music and sounds for home as well as professional musicians. Products include MIDI interfaces, Sequencer 2.5, Music Mouse, Patch Librarians and Editor/Librarians for most popular synthesizers, and CUE, a program for film composers. In addition, Opcode is introducing a new color graphics and music program for the Macintosh II.



Exhibitor Descriptions

Orange Micro, Inc. — **Booth # 523**
1400 North Lakeview
Anaheim, CA 92807

Orange Micro will announce RAGTIME 2 Document Processing software for the Macintosh. RAGTIME 2 combines words, spreadsheets, graphics and page layout to create business documents with more power and efficiency than ever before possible. Version 2 enhancements include Auto-Hyphenation, Spell Checking, Kerning, Auto Text Wrap-Around, Overlapping Frames, Import of TIFF and EPS files, many special Mac II features and more. Also being shown for the first time is the Grappler C/Mac/GS universal parallel interface, allowing Epson, Okidata and many other popular printers to emulate an ImageWriter II directly from a Macintosh, GS or IIc serial port.

Palantir Software — **1334**
12777 Jones Rd. Ste. 100
Houston, TX 77070

Intalk is a complete tool for personal computer communications with the power and ease of windows. Educational — Mathflash — Math drills that range in power levels from pre-school to Junior High. Wordplay -Puzzels that range in power from kidstuff to Diagramless. Mactype — effective and challenging way to learn or brush up on typing.

Please see our advertisement on page 84

Panamax Line Conditioning — **901**
150 Mitchell Blvd.
San Rafael, CA 94903

Panamax will exhibit a complete line of voltage surge suppressors, noise filters, brown out protectors, undervoltage alarms, data and telephone line filters, system controllers and back up power supplies.

Para Systems, Inc. — **262**
1455 Lemay Dr.
Carrollton, TX 75007

Para Systems will exhibit the Minuteman line of Uninterruptible Power Supplies. The MM600SS, a 600 volt-amp synchronized sine wave UPS will be introduced as well as the TS10B A/C line and load tester. Also shown will be the MM250 (250VA) and MM500 (500VA) square wave UPS as well as the MM300SS and MM1000SS synchronized sine wave UPS, also exhibited will be the Clean Power 1200 Surge Suppressor.

Paragon Concepts, Inc. — **Booth # 1220**
4954 Sun Valley Rd.
Del Mar, CA 92014

We will show the following software: InAWord™ the only Macro Word Processor! Some features: Unlimited Undos; open hundreds of files; graphic tools; column selection; Font/Style sensitive search and through unopened files; assign key equivalents; outlining; ten clipboards all editable; counting words, sentences; includes 50+ macros! QUED/M™ Powerful MacroText Editor/Data Base Manager. MacTAG™ Teacher's Assistant Grader. Calculates 1000 students' grades! DiskOrder™ Disk File organizer. MacQWERTY™ Keyboard reconfiguration, Dvorak, Custom. TechFonts™ Math and Electrical Engineering Fonts.

Please see our advertisement on page 82

PC Telesystems — **565**
P.O. Box 5127
Vancouver, B.C. Canada V6B 4A9

Rendezvous, a unified electronic day-timer, records your appointments, things to be done, special events and miscellaneous notes into a centralized database called diary. Consisting of 52-week planners, 24-hour diary page for each day of the year, Rendezvous is the first product that can display on the screen, a full 12-month perpetual calendar from year 1 to 32767. Including an Automatic Reminder to display your appointments at the times specified within any application.

Please see our advertisement on page 54

PCW COMMUNICATIONS, INC./ Macworld and Publish! Magazines, MacintoshToday — **806**
501 Second St.
San Francisco, CA 94107

MACWORLD is the monthly magazine for people who use or plan to use the Macintosh computer. It serves the needs of a wide audience that includes people who use the Macintosh for professional, business, educational, and recreational purposes. MACWORLD reflects the excitement and change that the Macintosh has brought to personal computing in the eighties.

Please see our advertisement Cover IV.

PUBLISH! is the authoritative new magazine of desktop and personal computer publishing-the revolutionary development in printing that enables businesses to produce, in-house and inexpensively, professional-quality material. Positioned on the cutting edge of this exciting new technology, PUBLISH! is the definitive source on how to use personal computers to integrate text and graphics into printed communication.

Please see our advertisement on Cover II.

MACINTOSHTODAY is a weekly news publication for Macintosh users in large and medium-sized organizations who purchase or recommend the purchase of personal computer products in their companies. MACINTOSHTODAY will include Macintosh-related industry news, articles on business and finance, special reports, and solutions to computing problems.

Please see our advertisement on pages 52 and 53

PEAK Systems — **341**
1201 Spyglass
Austin, TX 78746

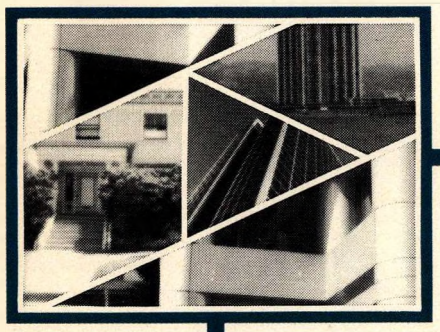
PEAK Systems offers a large variety of products for Macintosh computers. Plus-hard disk systems from 20 & 160 megabytes, plus-tape backup systems in 20 & 60 megabyte configurations. Sierra, a 40 megabyte hard disk/40 megabyte tape system with automatic timed-backup. Orion, an accelerator board for the Macintosh SE. Plus-Port, an SCSI adapter for 512KE computers. Plus-Ram, a 2 or 4 megabyte RAM upgrade for Macintosh Plus, SE & II computers.

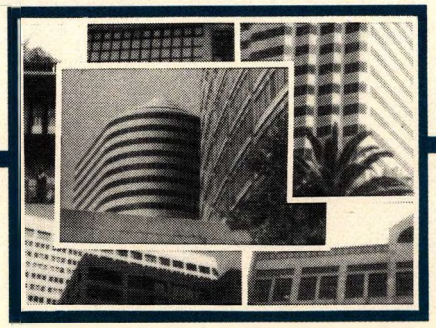
PerfecTEK Corp. — **365**
726 S. Hillview Dr.
Milpitas, CA 95035

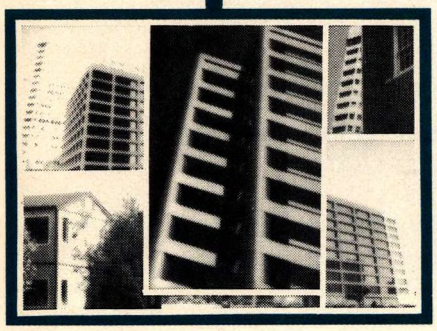
PerfecTEK offers it's Mac + PC kit, an ADD-IN Coprocessor Board for the Macintosh Plus and the 512K Macintosh computers. Mac + PC is a complete 8086 based PC DOS computer using up to 640K memory that is fully compatible with IBM PC software. It allows IBM's PC DOS and Macintosh software to run successfully at the same time , sharing the same screen on the Macintosh. Mac + PC board does not affect the size, shape or appearance of Macintosh. All of the Macintosh features remain intact.

Please see our advertisement on page 50

Who's Using the PhoneNET® System?







Fortune 500 companies,
Small Businesses,
Major Universities and...
lots of other companies that recognize a superior AppleTalk® cabling solution when they see one.

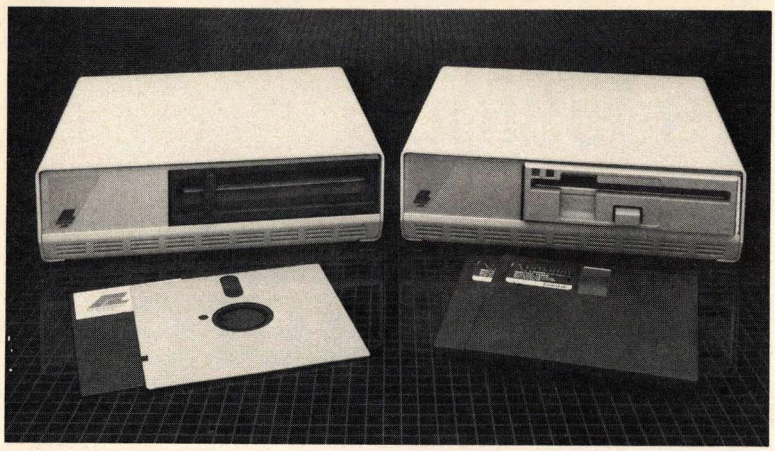
PhoneNET® is a system that runs AppleTalk over standard telephone cabling - even your existing wiring. With a total network length of 3000 feet or more, and network management tools to monitor sophisticated networks, PhoneNET® has earned its place as the network of choice.

Call us for more information
and the location of your
nearest PhoneNET dealer
(415) 849-2331.

farallon computing 2150 Kittredge Street, Berkeley, CA USA 94704 (415) 849-2331

PhoneNET is a registered trademark of Farallon Computing, Inc.
AppleTalk is a registered trademark of Apple Computer, Inc.

INFINITE CAPACITY...



And We Start You Off With 100 MB Free.*

Peripheral Land introduces the Infinity Drive, a SCSI 10 megabyte removable disk system which combines hard disk-like performance with the convenience and economy of floppy disks.

What the *Infinity™* drive does for you:

- **Provides you with unlimited capacity.**
  If you run out of room on your current disk, simply insert another.
- **Use as your primary storage disk or as a back-up unit.**
- **Compatible with the MacPlus, Mac SE & the Mac II.**
- **Complete data security.**
  Since the media is removable, it can be taken with you or locked away.
- **Fast 75 millisecond access time.**
  The ***Infinity™*** drive uses an advanced voice coil servo actuator to give you fast data access.
- **Read IBM AT 1.2 megabyte and 360k XT floppies.**
  The ***Infinity™*** drive gives you a gateway between Macintosh and IBM files in a single disk unit.
- **Reliability backed with a one year warranty.**
  The ***Infinity™*** drive is built to last and is backed by a full one year warranty covering parts and labor.
- **Affordable media: $18 per 10 megabytes!**
  Expand as much as you want: 100 megabytes of storage for only $180!
- **Peripheral Land's advanced software utilities.**
  Each drive comes with partitioning, HFS/MFS support, DA volume mounter, file locator, and a backup utility with file, folder, volume and incremental capacilities.

Special Introductory Offer:** Peripheral Land will include the 100 megabyte pack (ten 10 megabyte floppy disks) **FREE** if you purchase an ***Infinity™ drive before September 30, 1987.

Don't be bound by standard hard disk capacities. Grow with Peripheral Land's ***Infinity™*** drive.

Suggested retail: $1,095.00 ***Infinity™*** (Introductory price until September 30, 1987.)
$1,095.00 ***Infinity™ II*** (Hard shell media version, non-IBM compatible. Media cost $59.00 per 10 megabyte cartridge.)

Macintosh SE, MacPlus and Mac II are trademarks of Apple Computer Inc. ***Infinity™*** is a trademark of Peripheral Land Inc.

PERIPHERAL LAND

PERIPHERAL LAND
47800 Westinghouse Drive
Fremont, CA 94538
(415) 657-2211
TELEX 650305-1733MCI

SEE US AT BOOTH # 1600 MACWORLD BOSTON

Exhibitor Descriptions

Booth #

Peripheral Land **1600**
47800 Westinghouse Dr.
Fremont, CA 94538

Peripheral Land Incorporated introduces a new line of high-capacity 10 MB SCSI floppy disk drives for Apple's Macintosh computers. The drives, called *Infinity* and *Infinity II*, combine hard disk-like capacity and performance with the convenience of floppy diskettes. Advanced voice coil head actuators result in an average access time of 75 ms for the *Infinity* and 65 ms for the *Infinity II*. The *Infinity* drive provides a gateway to IBM by giving the user the ability to read MS — DOS files from AT 1.2 MB and XT 360K byte floppy diskettes. Peripheral Land is also introducing the PL40i and the PL60i, a new line of hard disk drives for the Macintosh SE. These drives add power to the Mac SE while maintaining portability. Owners of the Macintosh SE two floppy drive system will benefit from the new Internal drives. An external enclosure is provided to house the second floppy drive. The owner gains both an internal hard disk and external floppy drive. Both the *Infinity* and the Internal drive ship with software utilities for partioning the drives, backup software, DA volume mounter, and a file locator DA. The drives are covered by a one year limited warranty.

Please see our advertisement on page 76

Peripheral Systems, Inc. **821**
225 East St.
Winchester, MA 01890

Computer peripherals distributors; digitizers, laser printers, storage devices, barcode and printer products, technical sales, service and applications.

Personal Bibliographic Software, Inc. **818**
412 Longshore Dr.
Ann Arbor, MI 48106

Personal Bibliographic Software, Inc. announces Pro-Cite, an upgraded version to the Professional Bibliographic System, the most advanced bibliographic database and text management system ever designed for the Macintosh. With Pro-Cite you can store, sort, search, index, and format your references according to any bibliographic style you need. And, with the Biblio-Link companion programs to Pro-Cite you can transfer records downloaded from online database systems (BRS, DIALOG, MEDLARS) directly into a Pro-Cite database.

Ten thousand pages, take it or leave it.

For those of you going places, here's a little something that solves big storage problems in the time it takes to say "who has the Farnsworth financial files?"

Introducing Totem.™

A rather revolutionary Bering 20 mb Bernoulli compact disk drive system for Macintosh computers. And, the first truly *portable* 5¼" system. One that lets you tote around 10,000 pages of data on a sleek cartridge about the size of a piece of bread.

Translated, that's 25 times the storage you get on one standard floppy.

Yet unlike floppies, the Totem is no slouch for speed. It's just as fast as a hard disk. In fact, your computer will think it's a hard disk. You can even share it with co-workers. And its advanced Bernoulli aerodynamics make it resist head crashing. If you've ever used hard disks, you know what a pain that can be.

But the real beauty of Totem is that it fits perfectly right under your Mac. No mess. No fuss. And no extra hardware to buy. To add storage, just pick up another Totem cartridge.

Last, but certainly not least, there's a whole family of Totem drives to choose from. They're all in the brochure. To get yours, write or call Bering Industries, Inc., 280 Technology Circle, Scotts Valley, CA 95066. Inside California, call **800 533-DISK**. Call **800 BERING 1** outside California. Just say "I'll take it."

BERING™
A MOUNTAIN COMPUTER, INC. COMPANY

em is a trademark of Bering Industries, Inc.
cintosh is a registered trademark of Apple.

MacBack

Introducing BackPac 40™ by Jasmine Technologies.

Look *closely* at this photo. What you are seeing is 40 megabytes of silent fully integrated power and flexibility. This is the "upgrade path" Macintosh Plus™ owners were hoping for. The convenience and portability of an internal hard disk with the reliability and ease of installation of an external SCSI hard disk.

Unlike other drives, BackPac fits into your Mac carry bag still attached to your Macintosh Plus.

To order call (415) 621-4339

$1299 *($1339 Visa/MasterCard) Available July 15, 1987*

Dealers/Developers: call for pricing.

Jasmine Technologies, Inc.
555 De Haro Street, San Francisco, CA 94107

Air Freight $20.00 CA residents add 6.5% sales tax. C.O.D. orders add 5% + shipping. Same day rush shipments available to [illegible]
BackPac is a trademark of Jasmine Technologies, Inc. Macintosh Plus is a trademark licensed to Apple Computer, Inc. [illegible]

Booth #

Personal Computer Peripherals Corp. 1146
6204 Benjamin Rd., Ste. 205
Tampa, FL 33634

PCPC introduces their high resolution (1024 x 768) color graphic system for the Macintosh II. The PCPC Color Graphic System includes a high resolution graphics card with 768K of video memory capable of displaying up to 256 colors from a palette of over 16 million and a 19" high resolution monitor with integral tilt swivel stand. PCPC will also be exhibiting their complete line of MacBottom hard disk drives for the Macintosh 512, Plus, SE and Macintosh II. MacBottom is available with capacities from 21 to 45 MB and comes complete with HFS backup; Eureka, a file finding desk accessory: ImageWriter and LaserWriter print spoolers and a one year limited warranty. The MacBottom modem, a 300/1200 Hayes compatible audo dial, auto answer modem is available as an option on any MacBottom SCSI model. PCPC will also display their line of utility software including HFS backup and their multiuser version HFS backup for AppleShare as well as Eureka, the file finding desk accessory.

Personal Training Systems 403
14842 Nelson Way
San Jose, CA 95124

Learn Excel, Word 3.0 and PageMaker 2.0 the fast, easy way — using our tutorials. These self-paced audio and diskette tutorials provide 90 minutes of hands-on, in-depth training. Students can choose different levels of courses, from beginning through advanced. Find out how easy it can be to learn software!

PIM Publications, Inc. 717
P.O. Box 869
Fall River, MA 02722

Please see our advertisement on page 59

PixeLogic, Inc. 1612
38 Montvale Ave.
Stoneham, MA 02180

PixeLogic's PixelVision™ is a high-resolution, high-speed digitizer for the Apple Macintosh™. PixelVision digitizes any standard video signal (off air, from VCR's, Camcorders, or electronic stat cameras) in real time (1/30 second) into a 4-bit, 640 x 480 pixel image. This image loads into the Macintosh via the SCSI port in less than a second. Software (supplied) supports Encapsulated Postscript, Thunderscan, and TIFF formats, suitable for use with page composition software such as PageMaker 2.0™, Xpress™, and Scoop™.

Booth #

Postcraft International, Inc. 558
P.O. Box 938
St. Catherines, Ontario,
Canada L2R 6Z4

Laser FX is a desktop publishing program that offers a whole new world of graphic effects. Choose any one of the millions of special effect combinations that are possible to customize your PostScript™ fonts. Laser FX allows you to read a PICT file, add special effects, and print them to your laser printer or Linotronic typesetter. Laser FX also creates files that are compatible with Ready Set Go 3™ and the new Encapsulated PostScript™ standard.

Practical Computer Applications, Inc. (PCAI) 237
1305 Jefferson Highway
Champlin, MN 55316

Presentation Technologies 1713
743 N. Pastoria Ave.
Sunnyvale, CA 94086

ImageMaker™ The only ultra high resolution (8000 lines) desktop Slidemaker for Apple Macintosh systems. In addition to providing highest quality slides, ImageMaker is an easy-to-use system which is easily affordable ($4995) at the department level. The ImageMaker is designed to create the finest slides without prior graphics or artistic expertise. The benefits of decentralized slidemaking with ImageMaker are tremendous-fast turnaround, control of the slidemaking process, and far lower slide costs.

PRIAM Corp. 156
20 W. Montague Expwy.
San Jose, CA 95134

PRIAM will feature its complete line of fast, high capacity hard disk storage systems for the Macintosh Plus, SE, and II. Available in 40, 65, 103, and 203 MByte capacities as fast as 20 msec.

Primera Software 563
650 Craymont Ave.
Berkeley, CA 94708

Smash Hit Racquetball!™ 2.0 — MULTI-PLAYER VERSION of this acclaimed racquetball simulation. Allows two players to play Smash Hit over AppleTalk, modem, direct-connection, or against the computer. *DRUMatizer™* — A drum machine for the Macintosh. This is a musician's tool that even non-

Booth #

musicians will love. This is a first on the Mac— a must see (and hear!). *Smash Hit Tennis!™* — An unparalleled simulation of tennis. Offers the same high quality realism and value that Primera Software is known for.

Pro Plus Software, Inc. 357
2830 E. Brown Rd.,
Ste. C-12
Mesa, AZ 85203

Prometheus Products 1155
4545 Cushing Parkway
Fremont, CA 94538

Prometheus Products will be featuring the ProModem 1200G/2400G; ProModem 1200/2400 with optional expandable 512K Communications Buffer and Alphanumeric Display. In addition, the Promodem 1200A/2 Internal Card for the Apple II series and the ProModem 300C for the IIC will be shown. The ProCom-M Communication Software will be demonstrated.

Psy-den 1809
P.O. Box 248
Champlain, NY 12919

Publishing Ink. 1901
521 State St.
Glendale, CA 91203

Publishing Ink. produces computer-generated, full-color, museum-quality wall calendars containing graphics by America's finest computer artists. Digital DayDreams™ contains IBM, AMIGA, Atari, Apple, and mainframe artwork. Mac DayDreams™ features exclusively Macintosh-generated art, from basic 128K MacPaint documents to 3-D CAD/CAM renderings from the Macintosh II. Both contain Desktop Publishing/Linotronic® monthly grids (typesetting, rules, clip art) and include helpful tips, industry milestones and computer trivia. Each calendar retails for $10.95.

Please see our advertisement on page 98

Quark, Inc. 1261
300 S. Jackson, Ste. 100
Denver, CO 80219

Quark XPress is an integrated electronic publishing computer program. Quark XPress combines a variety of functions which enable the user to produce top quality printed materials: *word processing-includes auto-hyphenation, 80,000 word spelling checker global search and replace *typography-auto or manual kerning increments .01 em-space, leading to .001 of an inch, font sizes from 2 to 500 points, tracking and horizontal scaling *page layout-hierarchical

Booth #

box system, precision placement, text pipelining, columns, continued to/from messages, autopagination. *test runaround-automatically runs text around irregularly shaped graphics. Quark XPress was selected as Best overall Desktop Publishing Software by the National Computer Graphics Association.

Radius, Inc. **1439**
404 E. Plumeria Ave.
San Jose, CA 95134

Radius, Inc.will show the Radius Accelerator and the Radius Full Page Display for both the Macintosh Plus and SE computers. The Radius Accelerator is an enhancement board which is capable of quadrupling the speed of the Macintosh. The Radius Full Page Display (FPD) is a 15 inch large display screen. The Accelerator and FPD transform the Macintosh Plus or SE computer into a professional desktop publishing system by adding greater processing speed and a larger display.

Booth #

REALITY TECHNOLOGIES **133**
3624 Market St.
Philadelphia, PA 19104

REALITY TECHNOLOGIES, a leader in the development of business simulation software, is pleased to announce the Macintosh version of Venture Magazine's Business Simulator. The PC version sold more than 20,000 units in its first nine months. Through sophisticated simulation technology, the user becomes the CEO of a start-up company, competing against industry giants in highly competitive markets. This computer-based simulation can be used to imitate real-life situations to learn valuable, risk-free lessons.

Redgate Communications Corp. **848**
660 Beachland Blvd.
Vero Beach, FL 32963

Redgate Communications Corp. publishes The Macintosh Buyer's Guide, the only publication in the marketplace endorsed and distributed by Apple Computer, Inc. RCC also provides full-

Booth #

service marketing communications campaigns for the computer and high-tech industries. Clients include Apple Computer, Inc., Commodore Business Machines, Inc., Compaq Computer Corporation, Harris Corporation, and Wang Laboratories, Inc. In addition to the corporate headquarters in Vero Beach, Fla., RCC has offices in Boston and San Francisco.

Relax Technology, Inc. **1701**
3101 Whipple Rd., #22
Union City, CA 94587

Relax Technology will be showcasing their Dealer Support Mobile Showroom. Inside and outside the showroom, demonstrations will be in progress featuring Relax's various product lines for the Macintosh. Products will include the Hard Plus series of 20 to 150 mb hard drives. The Mac Mate series of 20, 40 and 80 mb hard drives. The Internal series of hard disks for the SE and Mac II. Tape/Disk Combo units, Tape Back-Ups, Surge/Spike Control Centers, Battery Back-Ups, and SCSI Upgrade boards.

RibbonLand **631**
P.O. Box 506
Exton, PA 19341

RibbonLand will be selling a line of Accessory Products for all Macintosh™ computers & Imagewriter printers. Macintosh Computers: MacLuggage Carrying Cases, DiskBooks, MousePads, 3.5" Disks (single side & double side). Imagewriter 1 & 2: Black ribbons, Imagewriter 2 Rainbow Ribbons, Individual Color Ribbons, Color Computer Paper, Parchment Paper, Heat Transfer Ribbons, Print N' Wear Heat Transfer Paper, Print Head Cleaning Kits.

Rodime, Inc. **1210**
29525 Chagrin Blvd., Ste. 214
Pepper Pike, OH 44122

Rodime, Inc. will be displaying its full line of hard disk drives and peripheral subsystems for IBM PC/XT/AT and compatibles, as well as its Macintosh products. Representatives from Rodime Peripheral Systems will be on hand to answer questions and demonstrate its disk drives. Included in the display will be Rodime's new RX Series of high performance internal hard disk drives for the Mac SE and the Mac II. Also featured will be Rodime System's Plus Series of internal and external hard disk drives and the R-Card 45, the industry's fastest and largest capacity card mounted hard disk drive.

BOOTH #1054

HAVE YOU LEFT YOUR MAC WIDE OPEN TO USE & ABUSE?

Now you can stop worrying about your valuable work being messed up or even seen by unauthorized persons. Come by and see our password security software: **The NightWatch™ & MacSafe®** (new version!). Peace of mind. You deserve it.

Kent Marsh Ltd
Security Software You Can Count On.
800 • 325-3587 713 • 623-8618

Satori Software — Booth # 233
2815 Second Ave. #590
Seattle, WA 98121

Legal Billing II is an easy-to-use advanced system designed for small to medium size firms (1-20 attorneys). It has all the features of the basic program LEGAL BILLING, plus much more! LEGAL BILLING II has recently been approved by the American Bar Association's Legal Technology Advisory Committee. LEGAL BILLING II+ is Satori's Multi-user version of Legal Billing II. PROJECT BILLING is a time billing package designed for ad agencies, graphic designers, architects, and engineers. This package will track all aspects of your project billing including budgets for time and expense, actual costs and billed out amounts for both employee and project profitability. BULK MAILER is the most powerful mail list program ever developed.

Scott, Foresman & Co. — Booth # 613
1900 E. Lake Ave.
Glenview, IL 60025

The Scott, Foresman & Co. Professional Publishing Group will display a wide variety of books about Macintosh hardware and software. Topics include Business, Communications, Data Management, Desktop Publishing, and much more. Michael Sloan's Working with Works, a unique book that includes an exclusive electronic bulletin board, will be featured along with Page Maker: Desktop Publishing on the Macintosh, a new book by Kevin Strehlo.

Please see our advertisement on page 93

Second Wave, Inc. — Booth # 940
8760A Research Blvd., Ste. 316
Austin, TX 78758

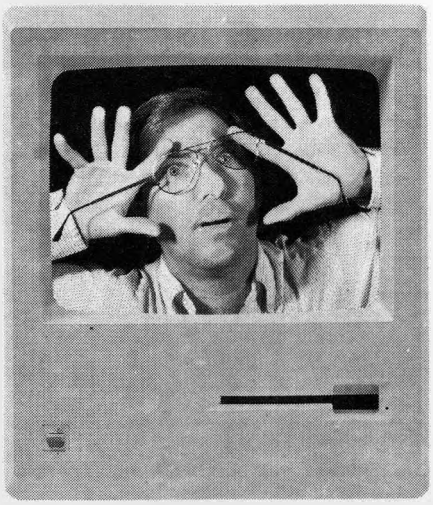
Sceond Wave, Inc. announces ExpanSE™ and ExpanSE II™, expansion chassis systems for the Macintosh SE. ExpanSE expands the power of your Macintosh SE by providing a chassis with four expansion slots for Macintosh SE cards. ExpanSE II provides eight expansion slots for Macintosh II cards to operate with your Macintosh SE. Second Wave expansion systems include an SE interface card, cabling, and the expansion chassis which contains a power supply, fan, and external expansion brackets. The ExpanSE case (13"x10"x8") can be positioned vertically or horizontally on your desk. ExpanSE II is the same size as the Macintosh II. Expand the functionality of your Macintosh SE with an expansion chassis system from Second Wave!

™ExpanSE and ExpanSE II are trademarks of Second Wave, Inc.

Select Micro Systems, Inc. — Booth # 555
40 Triangle Ctr., Ste. 211
Yorktown Heights, NY 10598

Select Micro Systems will be demonstrating the Macintosh "MapMaker 2.1" software package. MapMaker combines powerful decision analysis with fast, colorful, easy to use mapping. It can help you discover relationships in business data which might otherwise be overlooked in ordinary tabular reports or pie charts. Also being introduced is the "FlowMaster" software

DON'T LET THE MACINTOSH SCREEN CONFINE YOU!



Introducing Stepping Out™ The Macintosh™ Screen Extender

Now it's possible to see and work on a full page, without having to go to the expense of buying a large screen monitor!

You won't be confined by your Macintosh screen anymore. Choose your screen size. Zip across entire pages in a single mousestroke. View the full page reduced with a simple key command. You can even zoom in and work on details.

Stepping Out is the ideal program for desktop publishing, engineering, design... any application that is enhanced by a full page display.

Best of all, Stepping Out is only $60.

Berkeley System Design

Demos of this product and others at our booth.

COMPUTERWARE
THE ALL-MACINTOSH SOURCE

Software & Accessories

HUGE SELECTION

FRIENDLY PEOPLE

GREAT PRICES !!

Come and see us at Booth 1452

Call 800-235-1155 for Mail Order
350 Cambridge Ave
Palo Alto, Ca 94025

Booth #

package. FlowMaster allows advertising, marketing and public relations professionals to create marketing/media flowcharts with automatic date computations, cost and rating point summaries, user-defined flight periods, flexible display options, and much more. The color display capabilities of MapMaker and FlowMaster will be demonstrated on the Macintosh II, and the color printing features of each package will be shown on the ImageWriter II printer.

Semantic Microsystems **564**
4470 Southwest Hall
St. #340
Beaverton, OR 97005

Semantic Microsystems introduces MacScheme+Toolsmith™ for the Macintosh and Macintosh II. MacScheme+Toolsmith is a software development system using Scheme, a clean, modern LISP. It is an ideal tool for prototyping applications since it lets you develop and debug an application interactively. The programming environment includes an optimizing native code compiler, interpreter, editor, and debugging tools. In addition, MacScheme+Toolsmith supports multitasking, the creation of stand-alone applications, and comprehensive access to the Macintosh Toolbox from Scheme. Stop by for a demonstration.

Booth #

Sensible Softworks **1902**
210 Center Dr.
Glenwood Springs, CO 81601

Sensible Softworks manufactures and distributes computer accessories. Our products consist of a line of high quality rip-stop nylon dust covers for the Macintosh called, MacAttire. Furthermore, we offer an affordable cordura nylon carrying case for the Mac and peripheral, called High Trek. Also offer high quality brass and leather carry cases, the American Outbacks. Prices: Dust Covers start at $5.50, High Trek Bags start at $39.95, American Outbacks start at $99.95.

ANNOUNCING...

QUED/M™

Introducing the *UNIQUE PRODUCTIVITY TOOL* that is a rare combination of MACRO EDITOR, DATABASE MANAGER and APPOINTMENT CALENDAR and more and more and more!

Database Manager/Quality Editor...An indispensable product with features found no where else! As a programming and text manipulating tool, **QUED/M** can jump to a line, has automatic back up, two-disk save, as well as the ability to search, extract and replace any data, including names, phone numbers and addresses. And at top speed, too!

Macro Editor...Included within **QUED/M** are more than 50 common macros with unlimited custom commands available. The macro capability allows you to create your own custom tool as well as assign your choice of keystroke commands!

Appointment book...Start the day by reviewing your schedule, which can be continually updated and kept in proper order.

QUED/M...A ONE OF A KIND PRODUCTIVITY TOOL. For the 512K or larger Macintosh™.

INTRODUCTORY PRICE **$89**

ORDER TODAY! (MasterCard/VISA accepted.)

Paragon is a leader in developing **Macintosh™** software!

BOOTH#1220

PARAGON concepts, inc.

4954 Sun Valley • Del Mar, CA 92014 • (619) 481-1477

Formerly Paragon Courseware. ™Macintosh is a trademark licensed to Apple Computer, Inc.

Booth #

Shana Enterprises, Inc. **1608**
200, 9704 — 54th Ave.
Edmonton, Alberta
Canada T6E 0A9

Shana Enterprises, Inc. has recently introduced Inside Out, an exciting product for Macintosh programmers. Inside Out is a powerful library of over 100 procedures/functions that address the database functionality of an application. By using Inside Out, the programmer is freed from having to implement the file and database requirements of an application, while still retaining the flexibility of conventional Pascal or C development systems. Inside Out, single-user version is available now. Inside Out, multi-user version will be available fall of 1987.

Please see our advertisement on page 55

Shiva Corp. **1041**
222 Third St., Ste. 1200
Cambridge, MA 02142

Shiva manufactures a line of AppleTalk peripheral devices that let you conveniently add new services to your computer network. With a NetSerial X232, any RS-232 compatible serial device can be shared on your AppleTalk network. The NetModem™ V1200 provides shared 1200 baud telecommunications to an entire AppleTalk™ network. It's like having a Hayes® compatible modem built into every one of your Macintoshes, only better.

Sigma Designs **1314**
46501 Landing Pkwy.
Fremont, CA 94538

Sigma Designs will exhibit its LaserView Display System, the highest resolution (1664 x 1200) monitor and display board system available in non-interlaced mode for Desktop Publishing and Engineering. LaserView monitors come as 15" or 19" landscape models and provide useful features such as dual resolutions, multiple cursor sizes, switching between screens, screen-save timer, and others ... The LaserView Display System works with both Macintosh SE and Macintosh II.

Silicon Beach Software, Inc. **1047**
9580 Black Mountain Rd., Ste. E
San Diego, CA 92126

Silicon Beach Software, Inc. introduces Super 3D, a professional tool for creating and animating three-dimensional images. Features include wire frame or solid object modeling, adjustable light sources, and built-in animation.

For Your Convenience

Why do more work than you have to? Microsoft® *Works* gave you word processing, spreadsheets, and a data base. But don't you still wish you had an "automatic time-saving device" to take care of the everyday, repetitious typing?

Get the WorksPlus Commands program. With its pre-programmed commands, you can eliminate much of your repetitive typing. With the touch of a single Macintosh™ command key, you can

- Select a style rule
- Set up multi-column labels from a data base
- Generate a table of contents or an index
- Log on to a time-sharing service

and much more.

Once you see how easy it is to use, you can also use WorksPlus Commands to create your own commands. You don't need to be a programmer. Simply record the keystrokes or mouse clicks and you have an "instant" command.

Of course, if you have a programming inclination, WorksPlus Commands provides a full programming language for your convenience. Create your own complex macros to do your bidding at the touch of a key.

Put your time to your advantage instead of striking the same keys over

... and over

... and over.

(Suggested retail price is $99.95.)

Microsoft® is a registered trademark of Microsoft Corporation.
WorksPlus™ is a trademark of Lundeen & Associates
Macintosh™ is a trademark licensed to Apple Computer, Inc.

Lundeen & Associates
P.O. Box 30038
Oakland, CA 94604

Booth #

Also on display is *SuperPaint,* the leading paint/draw program for the Macintosh™. In addition, the company presents three new games for the Macintosh™: *Apache Strike,* which features 3-D air-to-air combat, *Android Arena,* in which users program robots for battle, and *Beyond Dark Castle,* the much anticipated sequel to the most popular game of 1987. Macintosh is a trademark of Apple Computer, Inc.

Booth #

Simulated Environment Systems **1910**
800 S. Pacific Coast Hwy., Ste. 8-331
Redondo Beach, CA 90277

Quarterstaff, a multiple player adventure — simulation of unparalleled detail and gripping reality. Encounter monsters that learn through an AI Rule-based system. Travel through a world where events occur in many places simultaneously. Features include: an advanced text parser, automatic mapping, multiple player capability, sound, and graphics.

Softsync **609**
162 Madison Ave.
New York, NY 10016

SoftView, Inc. **814**
4820 Adohr Lane, Ste. F
Camarillo, CA 93010

MacInTax — Top rated income tax program that displays and prints the exact forms and schedules authorized and approved by the IRS. State supplements are available. MacInTax Planner — Sophisticated five (5) year tax planning supplement to MacInTax which incorporates all of the tax tables and IRS rules under the new Tax Reform Act. MacInUse — Tracks the usage of your Macintosh. Automatically records the application name, date, start time, duration, and any user-defined information. MacInUse is compatible with AppleShare, TOPS, MacServe, and other networking products.

Software Complement **1808**
8 Pennsylvania Ave.
Matamoras, PA 18336

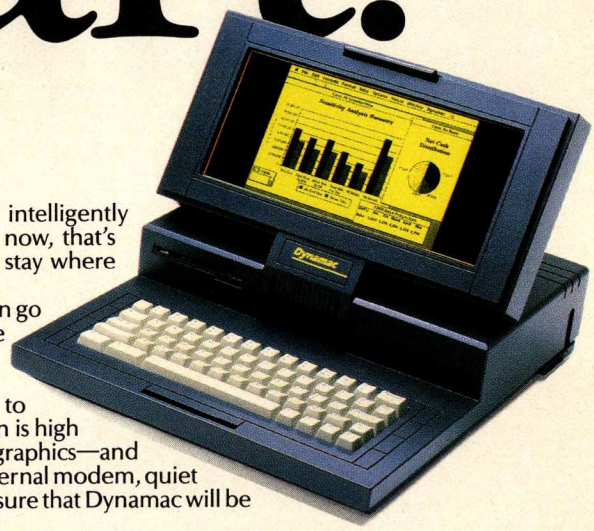
SC is happy to premier new display fonts within our Complementary Type line of PostScript® fonts. All fonts are designed with a large em-square so that they give you the highest quality output on 300-2540dpi printers. We also sell two verticle market products: P•O•S/Mac, a retail point of sale system with invoicing, inventory control, accounts receivable, and much more; and CLIENT/Mac, a sales and lead tracking system with keyword searches, mail-merge, time management, and sales follow-up.

Please see our advertisement on page 95

Software Discoveries, Inc. **1411**
137 Krawski Dr.
South Windsor, CT 06074

RecordHolderPlus — A new version of the popular and easy-to-use Record Holder data manager. RecordHolderPlus adds graphics and color capabilities, new data fields (Radio Buttons, Checkboxes, Table Lookups, etc.), data entry assistance and much more. Perfect for mailing labels. MergeWrite — At last, mail merge for MacWrite. Create personalized-looking form letters, using MergeWrite by itself or with any compatible data manager. If-then-else logic lets you direct different paragraphs to different recipients. Perfect mail manager when used with RecordHolderPlus.

Smart.



Introducing DYNAMAC. Because the world of information doesn't sit still.

Your Macintosh™ Computer has moved you easily and intelligently through a full spectrum of desktop solutions. But, until now, that's where the movement stopped. Desktop solutions had to stay where your Macintosh did—on your desk.

With the introduction of Dynamac, however, solutions can go wherever problems or opportunities are. Not just because of the Dynamac's small, sleek physical dimensions but because of its very big performance dimensions.

Up to 40 megabytes of hard disk storage and up to 4 megabytes of main memory are built in. Dynamac's screen is high resolution gold Electroluminescent—equal to the finest graphics—and displays 46% more information than the Macintosh. The internal modem, quiet fan, high-grade surge protector and many other features ensure that Dynamac will be an office-quality resource wherever it goes to work.

Moves.

Where Macintosh leaves off, Dynamac is picked up... packed with features and packaged in a sleek black case. It goes easily across town or across the country; it comes home with you as naturally as your briefcase.

Dynamac is a hardy traveler, but also one with savoir faire. The internal 300/1200 Baud modem operates on both U.S. and CCITT international standards; compatibility at 110/220 volts, 50/60 Hz is built in...as is an E-Machine interface for a direct connection to the Big Picture™ monitor.

Dynamac is available in more than two dozen different configurations—with prices starting at just under $5,000. All options and upgrades come from a single point of warranty.

Dynamac. It lets you leave the office without getting left behind.

For additional information, please contact Dynamac Computer Products, Inc., 1536 Cole Boulevard, Suite 252, Golden, CO 80401. (303) 233-0305.

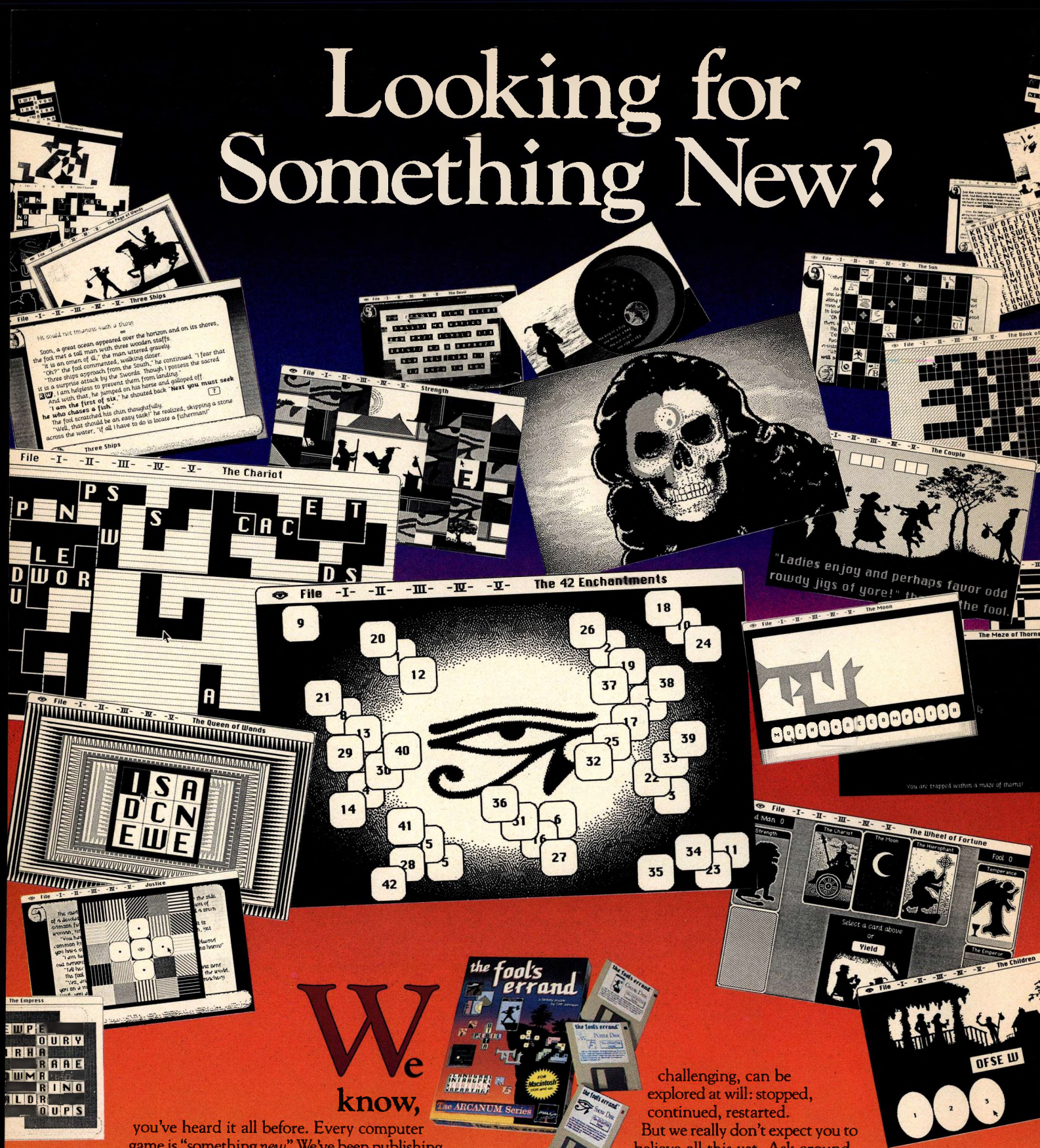
Authorized Value Added Reseller

Dynamac

Because the world of information doesn't sit still.

Macintosh is a trademark of Apple Computer, Inc. Big Picture and E-Machine are trademarks of E-Machines, Inc.
Dynamac is a trademark of Dynamac Computer Products, Inc. Industrial design by \'ej\

Looking for Something New?



We know, you've heard it all before. Every computer game is "something *new*." We've been publishing Macintosh software since the beginning, and believe us, we've heard it all before too. So when Cliff Johnson gave us a call and said he'd written a game that was "*really* something new," we thought "yeah, sure."

Well, **the fool's errand**™ really *is* something new. It's a fantasy puzzle, full of enchanting, and enchanted, scenes: It's got hands-on visual puzzles that spark your imagination, mind-boggling brain teasers and curious wordplay; a cryptic story that ties the thread that binds; light-hearted tricks to catch you by surprise; and the Fool, whom, in his search for wisdom, must rebuild the Sun's Map to regain that which has been lost. Each task, from the simple to the challenging, can be explored at will: stopped, continued, restarted.

But we really don't expect you to believe all this yet. Ask around. See your dealer. Try it.

Miles Computing, Inc.
Entertainment Software Division
7741 Alabama Avenue, Suite #2
Canoga Park, CA 91304 (818) 341-1411

The ARCANUM Series™

Booth #

Software Power Co. 154
P.O. Box 14133
Fremont, CA 94539

PowerDisk is a program that significantly increases the speed of a Macintosh by caching disk data in memory, thus eliminating much I/O. PowerDisk includes a DA for controlling its cache and displaying memory usage; a unique dynamic cache, which automatically sizes itself to an application; and a "Delay Writes" feature to speed up saves. PowerDisk is guaranteed to dramatically improve the performance of any disk drive used with the Macintosh. PowerDisk is not copy protected and sells for only $59.95.

Solutions Int'l. 544
Box 989, 29 Main St.
Montpelier, VT 05602

SuperGlue™ — software that allows the user to transfer graphics as large as a full page between most Mac programs. With SuperGlue, you can send your work electronically without the recipient having to own the program that made the graphic. SmartScrap & The Clipper™ — a pair of desk accessories. SmartScrap is a better scrapbook that has a pictorial table of contents. The Clipper is used to scale and trim graphics proportionally.

Spectra Blue Assoc. 501
831-D North Park Ave.
Tucson, AZ 85719

Data Base solutions for Business and Personal use. Data Base Solutions that range from Medical and Dental office packages, Bill of Materials Inventory Control for Manufacturing Business, Complete Office Packages for Jewelers, Art Galleries, and general Retail Stores, Personal Time and Management Data Bases.

Spectrum Digital Systems, Inc. 1719
2702 International Ln., Ste. 112
Madison, WI 53704

Spectrum Digital Systems will introduce its TrueForm™ system, designed to fill out any form, using a Macintosh™. TrueForm uses Spectrum Digital's LS-300 Image Scanner to transmit a form's image to the screen. TrueForm software allows the user to "teach" the Mac to complete the form, identifying the form's blanks by pointing and clicking. Forms can be completed manually from the keyboard or via database merge. A full complement of spreadsheet-style functions are provided. Forms can be stored and edited repeatedly, and the complete form and contents can be printed on blank paper. Myriad other mindboggling features abound.

Please see our advertisement on pages 60 and 61

Booth #

Spectrum HoloByte 1552
1070 Marina Village Pkwy. #203
Alameda, CA 94501

Spectrum HoloByte will be showing the two latest additions to their simulation product line. Falcon is the F-16 fighter simulation that puts the user in the cockpit to perform fighter maneuvers while engaging enemy MiG's in dogfight battles. Sound and digitized airplaine images lend to realism and playability of Falcon. Another new product PT-109, the torpedo boat simulation, takes you to battle on the seas. Enemy attacks will come not only by sea, but from the air as well, so the user must be prepared to make most effective use of his arsenal of weapons consisting of torpedoes, depth charges, rockets, and machine guns. GATO, ORBITER, and TellStar, are other products being displayed.

Springboard Software 401
7808 Creekridge Circle
Minneapolis, MN 55435

NEW! Springboard Publisher™ is an integrated desktop publishing program that offers page layout, word processing and graphics creation — all in one program. Springboard Publisher is designed for people in home, school and business environments, enabling them to create professional looking pages quickly and easily. Springboard Publisher offers total page layout control, allowing users to change their design as easily as they change their minds. Text and graphics can be placed anywhere on the page. (Current) Springboard Software will also demonstrate Certificate Maker™, Early Games for Young Children™ and Easy as ABC™. Certificate Maker allows users to reward family, employees and friends while Easy as ABC and Early Games provide challenging and creative learning games for children.

Star/Monogram 1141
367 Van Ness Way
Torrance, CA 90501

Star/Monogram will be showing Dollars and Sense, a personal and small business financial management program for the Macintosh. The program can be used in conjunction with another financial productivity product, Forecast, a tax planning and "what if?" estimating module. Both Dollars and Sense and Forecast will run on Macintosh computers including 128K systems, Macintosh Plus systems and the Macintosh SE.

Booth #

Strawberry Tree Computers, Inc. 446
1010 W. Fremont Ave.
Sunnyvale, CA 94087

Strawberry Tree® announces new products for the Macintosh. The Analog Connection SE™ for the Macintosh SE and the Analog Connection M2™ for the Macintosh II are high performance data acquisition boards available in both 12-bit resolution for laboratory or factory applications, and 16-bit resoluton for high precision laboratory applications such as chromatography. They are designed for measurement and control of DC voltages, thermocouples, RTDs, strain gages, pressure sensors and many other analog signals.

SuperMac Technology 1434
295 N. Bernardo Ave.
Mountain View, CA 94043

SuperMac Technology continues its innovation with exciting new hardware and software for the Macintosh family. Come by our booth and see! Now shipping: Spectrum and SuperView high resolution graphics boards and monitors for the Mac II and SE; DataFrame 40 XP and 20 XP, our 20 and 40 SCSI Hard Disks. We also feature high quality memory enhancements: SuperRam 2 and 4 megabyte upgrades for the Mac Plus; and Enhance, a Mac to Mac Plus Upgrade for the 512E. SuperMac Software introduces Tape-Fit, a tape back-up system for the Macintosh™. Now shipping: SuperLaserSpool 1.2, Multi-User SuperLaserSpool, and SuperSpool, the ultimate in print spoolers; DiskFit 1.2 and network DiskFit, the fully automatic backup utility.

Symmetry Corp. 1431
761 E. University
Mesa, AZ 85203

Symmetry Corporation features two products, PictureBase, the Art Management System, and Acta, the outline processor desk accessory. The PictureBase Art Management System is designed for Desktop Publishers who incorporate graphics into documents they prepare. PictureBase is the first and only complete system which allows users to manage Macintosh graphics in an easy to use Library file system. Acta is designed for people who use the Macintosh to write. Use Acta to prepare and organize manuscripts, reports, journals, etc., and for almost any other kind of writing.

Exhibitor Descriptions

Synapse Software — Booth # 501
110 Medical Cir. Dr.
Rockingham, NC 28379

1.) OMNI-MED — A medical office management system based on the Omnis 3 Database. The program will track your patient's diagnoses, procedures and print insurance and patient bills. Accounting functions and patient communication is included. Available as single or multiuser versions. 2.) DRG — QUALITY CONTROL — A program for hospitals — evaluate your performance with diagnosis related groups. Program allows you to follow DRG groups, physicians, patients. Discharge screens can also be checked.

SYSTAT, Inc. — Booth # 654
1800 Sherman Ave.
Evanston, IL 60201

SYSTAT is a comprehensive statistics, graphics and data management package. It is easy to use, flexible and very powerful. SYSTAT's data management capabilities include a full-screen data editor. Its broad range of statistical capabilities includes descriptive statistics, regression, ANOVA, ANCOVA, MANOVA, time-series analysis, nonparametrics, cross-tabulations, multidimensional scaling, cluster analysis, and nonlinear estimation. Macintosh version 3.1 features additional scientific, statistical and business two- and three-dimensional graphics. On machines with at least 1 megabyte of memory, SYSTAT will produce high resolution graphics with Postscript support for the Apple Laserwriter at 300 dpi.

T/Maker Co. — Booth # 1017
1973 Landings Dr.
Mountain View, CA 94043

T/Maker Company is one of the original and leading Macintosh software publishers. At this MacWorld Expo, T/Maker brings you both the ClickArt Line of desktop publishing acccessories as well as WriteNow for Macintosh, one of the leading word processors available today. Highlights of ClickArt include the new PostScript image portfolio, as well as vertical ClickArt packages like ClickArt Christian Images. In all, T/Maker has over a dozen Macintosh products available.

Tacklind Design, Inc. — Booth # 441
250 Cowper St.
Palo Alto, CA 94301

Mouse Tune-up Station: NEW! REAL-CLEAN™: The real solution to mouse cleaning. Gets the grime off internal rollers. Special tool simultaneously advances and scrubs rollers clean. Kit comes complete with tweezers and cleaning solution, in a sturdy, organizing box. MOUSEEASE™: Teflon paws for Mac 512/+ mice. Rebuilds worn down mouse feet. Gives a smooth glide on most any surface, prevents future wear.

Target Software — Booth # 1116
14206 S.W. 136th St.
Miami, FL 33186

Scoop™ is a totally self-contained Desktop Publishing solution with a built in WYSIWYG text editor, Graphics package (bit-mapped & object oriented) and our best selling spell checker Mentor™. With Scoop you have the ability to wrap text around any object, fill that object with text, or create a mask. Other features include inter-word spacing, fractional kerning, fractional leading, slanting of margins, hyphenation, image rotation and elongation of type, to mention just a few. Scoop, It's like having a team of professionals on your side.

Tecmar, Inc. — Booth # 124
6225 Cochran Rd.
Solon, OH 44139

The Tecmar QT-Mac 40, a portable 40 MB tape backup system, is designed for use with all SCSI-based Macintosh systems. Combining the high speed flexibility of SCSI with industry standard QIC-100 compatibility, the QT-Mac40 makes the task of maintaining reliable backups quick and easy. Because of its unrivalled small size, the QT-Mac40 is portable and can easily serve the backup and archival needs of several users. The QT-Mac40 is the perfect complement to all Macintosh SCSI hard disks.

TeleRobotics International, Inc. — Booth # 257
8410 Oak Ridge Hwy.
Knoxville, TN 37931

Course Builder™ is a unique visual language that enables you to create stand-alone applications for teaching, training, and testing. Powerful built-in features include: graphics editing, animation, music, voice, student input, intelligent branching, user variables, and performance files. Possible uses include courseware, business training packages, simulations, tests, profiling, guided tours, electronic textbooks and more! Also available as Video Builder with an interface to laser disks, VTR's, and slide projectors.

Please see our advertisement on page 57

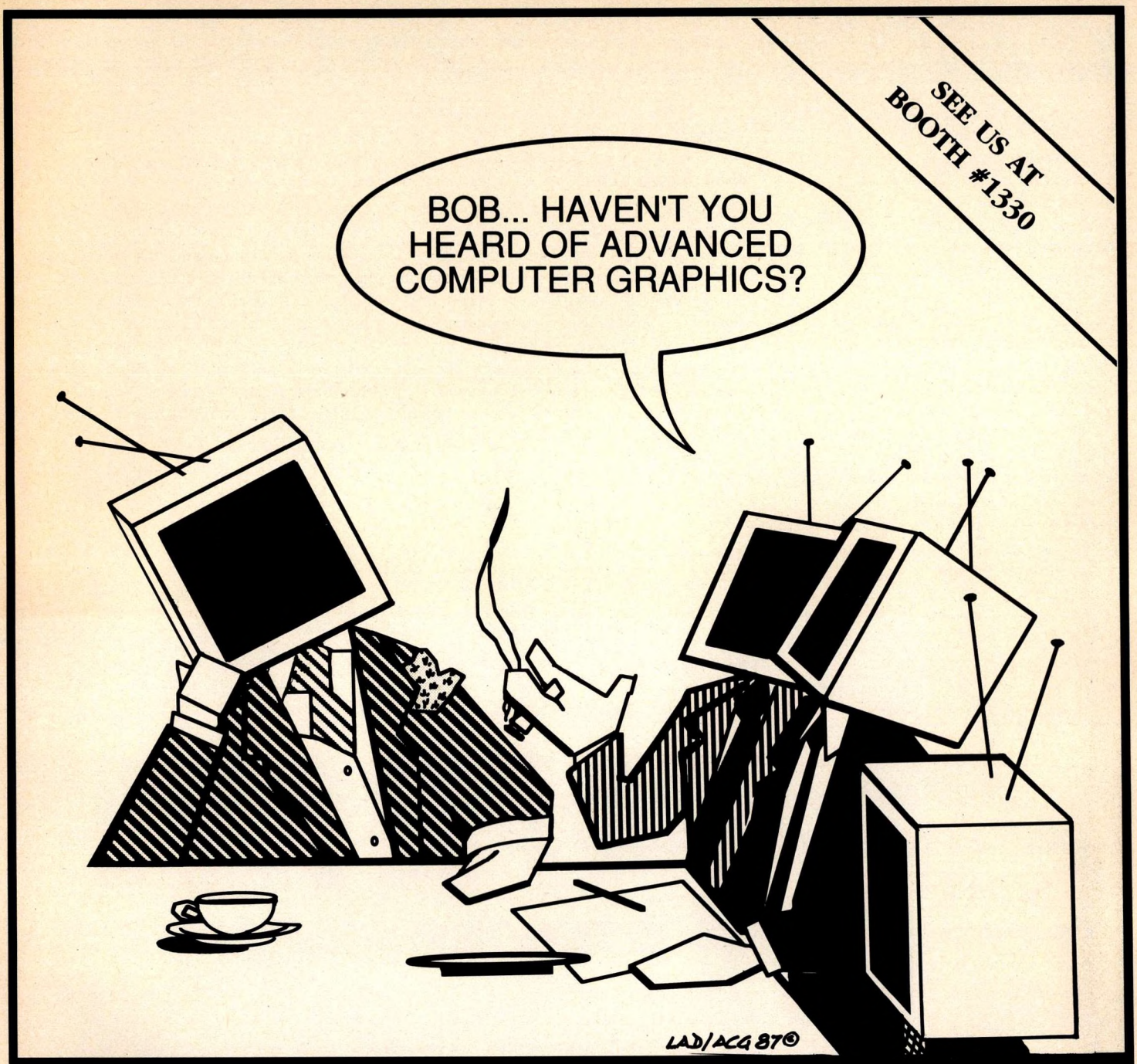
Telesis Educational Systems, Inc. — Booth # 1615
P.O. Box 60056
Colorado Springs, CO 80960-0056

Manufacturer of computer accessories such as: the Easel, the Pocket Pak, the Disc Directory which are portable diskette holders; the Speed Pad — a teflon coated mousepad and the best on the market; the Library — desktop storage for diskettes; the Night Ryder — Macintosh cover and portable carrying case; the Propellor Bag — soft computer attache case with room for all your computer needs; and the Buckingham Sentry — a new Mac desk that locks your Mac away when not in use and has a place for all your Mac peripherals.

TeleTypesetting Co. — Booth # 230
474 Commonwealth Ave.
Boston, MA 02215

The Boston Computer Society — Booth # 146
One Center Plaza
Boston, MA 02108

The Boston Computer Society Macintosh User Group is a non-profit educational organization, providing its international membership (7,000 Macintosh members across 65 countries and 7 continents) with *The Active Window*, an award winning monthly Macintosh newsletter, the definitive library of public domain and shareware software, a buyer's guide of discounts available to members, *Computer Update*, a bimonthly computer industry magazine, and a choice of over 30 other machine specific and interest specific newsletters.



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1260 BOYLSTON STREET, BOSTON, MA 02215 (617)437-6470

For more information on our services, forward the attached business reply card.

Exhibitor Descriptions

The CAD/CAM Journal for Mac Professionals — Booth # 709
16 Beaver St.
New York, NY 10004

The Computer Museum — Booth # 645
300 Congress St., Museum Wharf
Boston, MA 02210

Just a few miles from the Bayside Expo Center is the world's only Computer Museum. Dozens of hands-on exhibits allow you to color the digitized image of your face, create a fractal snowflake, or even fly an airplane. Visit our newest exhibit, "Smart Machines", about artificial intelligence and robotics. There's lots of activity for all ages, and be sure to visit our Museum Store. Open Saturday through Thursday 10am-6pm, Friday 10am-9pm. Take the "T" Red Line to South Station. Follow the signs to Museum Wharf.

The IMAGESETTER™ Inc. — Booth # 620
440 Humphrey St.
Swampscott, MA 01907

The IMAGESETTER™, Inc. *Desktop Publishing Center* — Typeset galleys from any PostScript™ file on the Linotronic 100 or LaserWriter Plus. Send files by disk or modem for output usually within 24 hours; very competitive prices. Also: complete self-serve desktop publishing center. Our trained staff will help you produce professional quality documents with our Macintosh™, software and scanner, rent by the hour, day, week or month. Seminars; beginners to advanced. Adobe Systems Dealer.

The Laser Connection — Booth # 1526
7852 Schillinger Park W.
Mobile, AL 33608

The Laser Connection is exhibiting its innovative line of desktop publishing products, including the award winning PS Jet PostScript upgrade kit for any Canon CX based laser printer. Other products featured in the booth include the PS Jet and PS Jet Plus PostScript laser printers, the QMS PS-800 II, the QMS Big Kiss, the IS-300 Scanner, Adobe typefaces, PC MacBridge and our exclusive blue toner cartridge for any Canon CX based laser printer.

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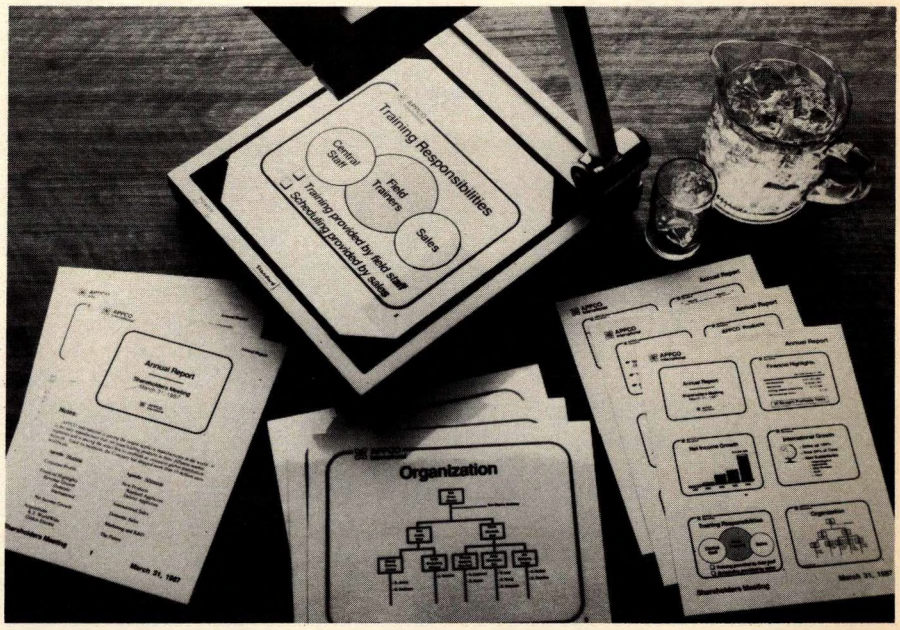

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Booth #

THE MACazine **1609**
8008 Shoal Creek Blvd.
Austin, TX 78758

The MACazine will be demonstrating the desktop publishing system used to put together our page layout. Our editorial staff will be available for questions and comments. THE MACazine will also hold a drawing one week after the show for a trip to Paris and software prizes. All entries must be turned in at the booth.

The Macneal-Schwendler Corp. **826**
815 Colorado Blvd.
Los Angeles, CA 90041

MSC/pal is a program for the stress and vibration analysis of structures and mechanical components. It uses the finite element method of solution for 2D and 3D models. Graphics include model geometry, deformed shape and deformed animation. Solutions include statics, natural frequencies, transient response, and frequency response.

Please see our advertisement on page 92.

The Madson Line **508**
228 Harrison St.
Oakland, CA 94607

Manufacturers of the Professional Series and the Voyager Series carrying cases for the Mac Plus, the SE, and the Imagewriter. Also available are shipping cases, hand trunks, leather disk holders, walnut and oak disk boxes and mouse mats.

The Rest of Us **653**
P.O. Box 3500
Chicago, IL 60654

The Rest of Us (TRoU), with over 500 members, is the largest Macintosh users group in the Chicago area. Our goal is to provide services, support and information to each other and enjoy doing it! TRoU sponsors a 24 hour multi-user bulletin board (312-784-8763), group discounts, an enormous public domain library (also available at Macworld Expo), a nationally acclaimed monthly newsletter, over a dozen special interest groups, and many social activities for its members. Monthly meetings are held on the third Wednesday of each month, SIGs and satellite groups meet on other days. For more information check our bulletin board, write us at the address above or call (312)871-5086.

Booth #

THINK Technologies, Inc. **1046**
135 South Rd.
Bedford, MA 01730

NEW PRODUCTS! InBox/Mac 2.0, InBox/PC on AppleTalk and compiler enhancements and add-ons! THINK will also be demonstrating its popular LightspeedC and Lightspeed Pascal programming environments, the LaserSpeed print spooler, as well as the entire InBox family of work group connectivity software products. In the coming months THINK will be releasing new products that provide its installed base with enhancements and improvements to the existing product line with new features, added functionality and new products that further aid in workstation productivity.

Tomoe Trading, Inc./ Hi-Tecs Co., Ltd. **501**
1301 Shoreway Rd., Ste. 200
Belmont, CA 94002

Multi-user SALES and INVENTORY CONTROL system in full Japanese environment will be presented especially for Japanese-affiliated corporates. The system works on the Macintosh with a Kanji printer, and has been developed by using Omnis 3 Plus and the Japanese font processor JAM. Pull-down menus and items are fully localized and easily understood by Japanese managers and operators. In addition, we will also demonstrate some other localized products.

TPS Electronics **1139**
4047 Transport St.
Palo Alto, CA 94303

TPS Electronics will exhibit its industrial-quality simple-to-use bar code readers, magnetic stripe (credit card) readers, combination readers, magnetic encoders and bar code print software, available for any Macintosh computer, including Plus, II, and SE. Readers are transparent to all software, and require no special port or programming.

Booth #

Typesetting Service Corp. **1042**
50 Clifford St.
Providence, RI 02903

SPRINTOUT (ELECTRONIC DOCUMENT PROCESSING) Sprintout Electronic Document Processing is a service which provides intelligent handling of PostScript-compatible Desktop Publishing materials for typesetting. We feature low per-page prices independent of page content; 24 hour access via modem to the complete range of Adobe typefaces on an Allied Linotronic 300; and an experienced staff capable of dealing with any problems which may arise with computer, typesetting, telecommunications or design. Sprintout can also provide knowledgeable training in Desktop Publishing.

UNICOM **947**
297 Elmwood Ave.
Providence, RI 02907

Macintosh hardware, software, peripherals and computer accessories on SALE at Booth #947. Check our show specials! All SALE items are also available at each of our five locations: Dedham, MA, Providence, RI, Barrington, RI, Warwick, RI, Norwalk, CT.

UpTime-Viking Technologies **719**
174 Bellevue Ave.
Newport, RI 02840

Discover UpTime, the world's largest disk monthly. Family people and home computing enthusiasts delight in UpTime's variety. Enjoy a disk packed with excitement, entertainment, original programming and information every month. Explore the fascinating interactive world of UpTime. Find out why tens of thousands of Americans eagerly await their own disk in the mail each month. Sent directly to thousands of homes, schools and offices, UpTime is taking the microcomputing community by storm.

CHANGING THE RULES OF SOFTWARE EVOLUTION

Visit booth # 641 to see why we are changing the rules of software (and soon hardware) evolution.

- **Maze Survival:** An exciting action game featuring digitized sounds you can easily customize.
- **Icon-It!:** The power, convenience and ease of use of an icon bar built into any application.
- **DA-Switcher:** The utility that beats desk accessory crowds by letting you "switch" the DA's in the Apple menu.
- **Post-ART:** The first collection of clip-art that is truly a work of art.
- **Read-It!:** The first OCR software that works with any 300 DPI scanner. Learns new typefaces, recognizing an unlimited number of fonts.
- **Read-It! TS:** Read-It! for Thunderscan.
- **LaserWriter accelerator board:** 2 Meg, 68020 accelerator and memory expansion board for the LaserWriter.

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Exhibitor Descriptions

VERBUM — Booth # 712
4620 Panorama Dr.
La Mesa, CA 92041

VERBUM is the Journal of Personal Computer Aesthetics that showcases the work of leading digital artists. Recently featured in Advertising Age, ADWEEK, MacUser and Macworld, the Journal represents the leading edge of this explosive new field, with product reviews, techniques, industry news and extensive art features. The regular subscription rate is $28 per year. The SHOW SPECIAL is 25% off: $21.00 for 4 issues (check or VISA/MC at show). The VERBUM booth will also feature fine art prints and other related products.

Versacad Corporation — 423
7372 Prince Dr.
Huntington Beach, CA 92647

Versacad Corporation is proud to announce VersaCAD/Macintosh Edition, a new computer-aided design and drafting software system for Macintosh computers. The popular VersaCAD system has been completely reworked to closely conform to the Macintosh interface, providing the sophistication and ease of use required by today's designers. Included are powerful symbol libraries, floating point precision, interactive drawing and editing, and a rich variety of construction tools for professional quality designs. VersaCAD/Macintosh Edition premieres at the MACWORLD EXPO in Booth #664.

Please see our advertisement on page 72

Vision Technologies — 1805
9709 Brown Ln., Ste. E
Austin, TX 78754

Vision Technologies is a direct marketing firm which specializes in hardware, software, upgrades and peripherals for the Macintosh. Vision's hardware product line includes hard disk drives, external drives, scanners and large screen monitors. Our software line includes the finest in business, communication and game products. We also perform memory upgrades which come with a money-back guarantee. Vision Technologies brings the best products to Macintosh users for the best prices in the nation. Come by our booth and see for yourself!

Washington Apple Pi, Ltd. — 163
8227 Woodmont Ave.
Ste. 201
Bethesda, MD 20814

White Pine Software, Inc. — Booth # 720
94 Rte. 101A, P.O. Box
1108
Amherst, NH 03031

White Pine Software links "VAX to the Macs"! The products Mac240™, VMacS™ and Reggie™ deliver two-way text and graphics communication capabilities for Mac/VAX users. Mac240, a complete DEC VT240 terminal emulator, gives Macintosh users graphic and text terminal emulation, file transfer, international character sets, printer and LaserWriter support. VMacS, a VAX application, allows users to store, manage and share Macintosh files on the VAX's disk and tape drives. Reggie converts Macintosh graphics to DEC compatible ReGIS and SIXEL formats.

WhizzardWorks™ — 228
175 Villa Terr., Ste. 711
San Francisco, CA 94114

Products introduced will be seven: two Whizzards™, accelerator boards—both based on Motorola's 68020 and 68881 microprocessors for the Mac Plus computer: two WhizMemories to go with WH 1 and 2; the patented CompuSpand CrackSpander™, part of the computer case-opening kit that goes with all install-yourself Whizzards; and a patented Connector Installer. The seventh product is Order House®, accounting and business management software that shows your Macintosh how to run your business.

Williams & Macias, Inc. — **Booth # 830**
P.O. Box 19206
Spokane, WA 99219

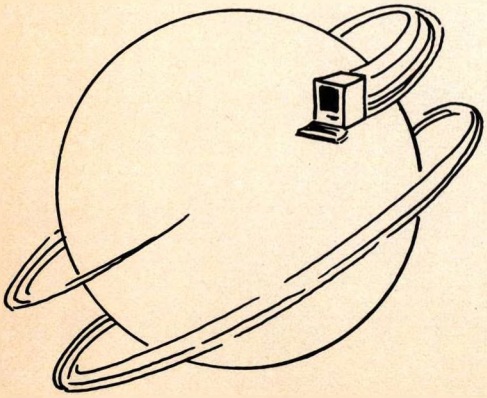
We are located at MacWorld Expo Booth 830. We invite you to come by for a demonstration of our labeling software including myDiskLabeler. Our software and labeling material permits you to design and print distinctive labels with the flexibility you have become accustomed to on the Macintosh. Our software reads disk directories and captures icons for use on labels. Use ImageWriters to print in up to seven colors on our white Smart Labels, or use the LaserWriter to print Laser fonts in black on our colored Laser Labels. Also see previews of our new products.

WordPerfect Corp. — **Booth # 507**
288 W. Center St.
Orem, UT 84057

WordPerfect for the Macintosh includes features such as macros, merge, footnotes/endnotes, table of contents/index generation, paragraph/outline numbering, on-screen text columns, 115,000 word spelling checker, thesaurus, and is file compatible with WordPerfect 4.2 for the IBM. Conversion from other word processing formats is provided, as well as support of the DCA format.

Working Software, Inc. — **Booth # 1036**
321 Alvarado St., Ste. H
Monterey, CA 93940

Working Software, Inc. already known for its award-winning Spellswell program, is introducing several new products. The Spellswell Medical Dictionary $99.95. The Spellswell Legal Dictionary $99.95. Findswell, $49.95, is a document locater that installs itself into the "open box" of every program. Once a document or folder is located it can be opened with a click. Lookup, $49.95, is a desk accessory for finding the spelling of a word. QuickLetter, $99.95, is a desk accessory word processor specially designed for writing letters and addressing envelopes.



ZEDCOR, Inc. — **Booth # 127**
4500 E. Speedway, Ste. 22
Tucson, AZ 85712

Offering the New ZBasic™ 4.0 BASIC compiler and the incredible new DeskPAINT™ Desk Accessory. • DeskPAINT™ is a powerful new desk accessory that provides more power than MacPaint without having to leave your application. Works with PageMaker™, Microsoft WORD™, MacWrite™ and more. • The ZBasic™ Compiler is totally revamped and offers the power of "C" or "PASCAL" with half the hassles.

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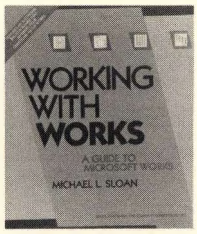
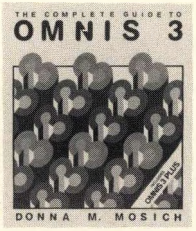


Working With Works

A Guide to Microsoft Works
by Michael L. Sloan

This unique, easy-to-follow guide is written for the first-time user—either of Works or the Macintosh. Covering all of Works' applications with step-by-step, hands-on experience and many business oriented examples, this book offers you a **special feature:** an electronic bulletin board created solely for readers of **Working With Works.** You use the bulletin board to learn Works' data communications application, and through the electronic mail feature, you can leave questions about Works for the author to answer. 320 pages, $18.95, 18359-9.



The Complete Guide to Omnis 3

by Donna Mosich

This book picks up where the user's manual leaves off to help you master Omnis 3 or 3 Plus quickly and easily. Containing four complete database applications, this book begins the first application with a step-by-step tutorial for the beginning user. The three additional database applications cover the more advanced features, such as connected files and sequences, and all are supported by numerous helpful illustrations and examples, 352 pages, $22.95, 18595-8.

NEW!

PageMaker

Desktop Publishing on the Macintosh
by Kevin Strehlo

Featuring the latest version of PageMaker, this comprehensive guidebook bridges the gap between computing and publishing and shows you many ways to cut publication costs and decrease turn-around time. You'll find an entire range of knowledge—PageMaker expertise, design savvy, computer literacy, and printing and binding basics all included. Contains many illustrations, examples, and appendices that give you the hands-on guidance necessary to create effective layouts. 320 pages, $21.95, 18764-0.

See These Books and More at Booth #613

Scott, Foresman and Company Computer Books
1900 East Lake Avenue, Glenview, Illinois 60025 (312) 729-3000

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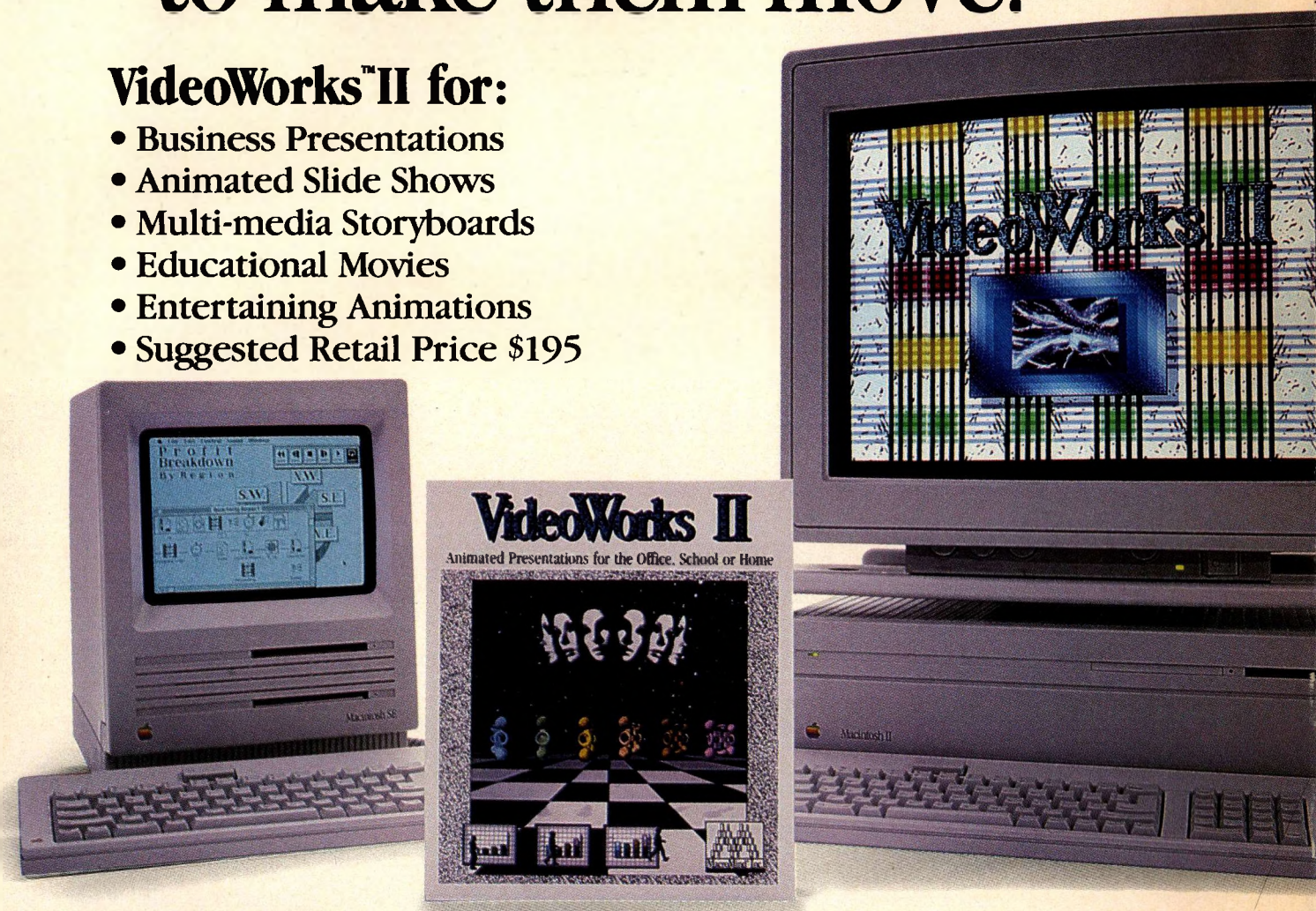

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MacroMind® Inc.

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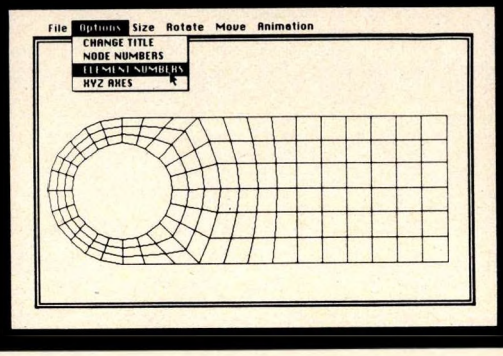
Put your Mac through analysis.



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MSC/pal has analysis capability for static, normal modes, transient and frequency response. It features 3-D structure graphics that include animated deformed shapes and XY plots. Plus, there's a modern element library and a wide choice of applied loading types.

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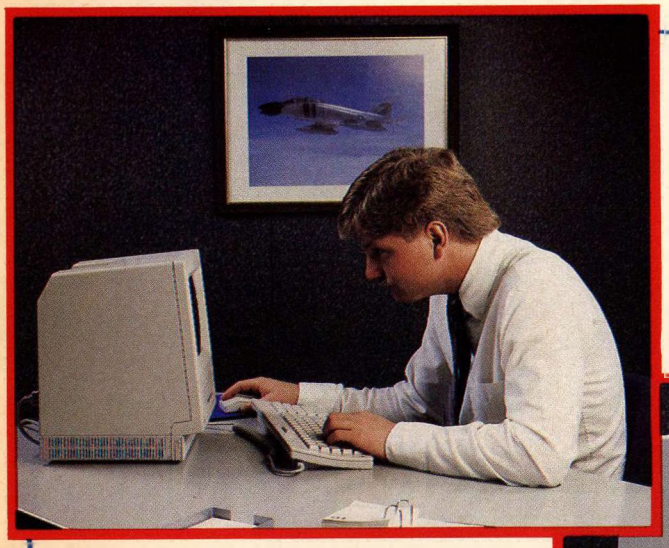
Professional Ergonomic Workstations for the Macintosh. See and feel the difference they make!



In business environments where operators spend long hours in front of their computer, the Mac's small screen size and the low physical profile can cause physical discomfort and reduced productivity. A common solution to the low profile problem was to place the computer on top of a hard drive. This is no longer a solution for the Mac SE with its internal hard disk or the Mac Plus when used with a vertical hard drive or a file server.

Phone books, shoe boxes, and other creative ideas have been tried to bring the Mac up to eye level, but with little success.

MACTILT IS THE SOLUTION!

By raising the Mac 4 inches, providing 30° tilt, and 360° rotation, MacTilt provides the increased height and the adjustability needed to reduce glare, and to ease eye, neck and back strain. Mounting clips assure stability yet allow instant portability.

MacTilt SE is designed especially for the Mac SE. The original MacTilt fits the 128K, 512K, and the Mac Plus. It comes standard with a universal drive bracket and is available in platinum or beige. Optional accessories include a security system, hard disk bracket, dust covers, etc. MacTilt and MacTilt SE are unit priced at $89.95.

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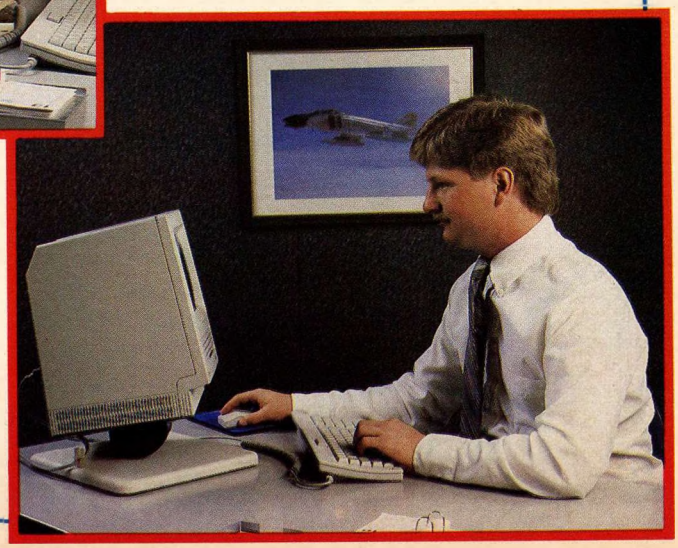

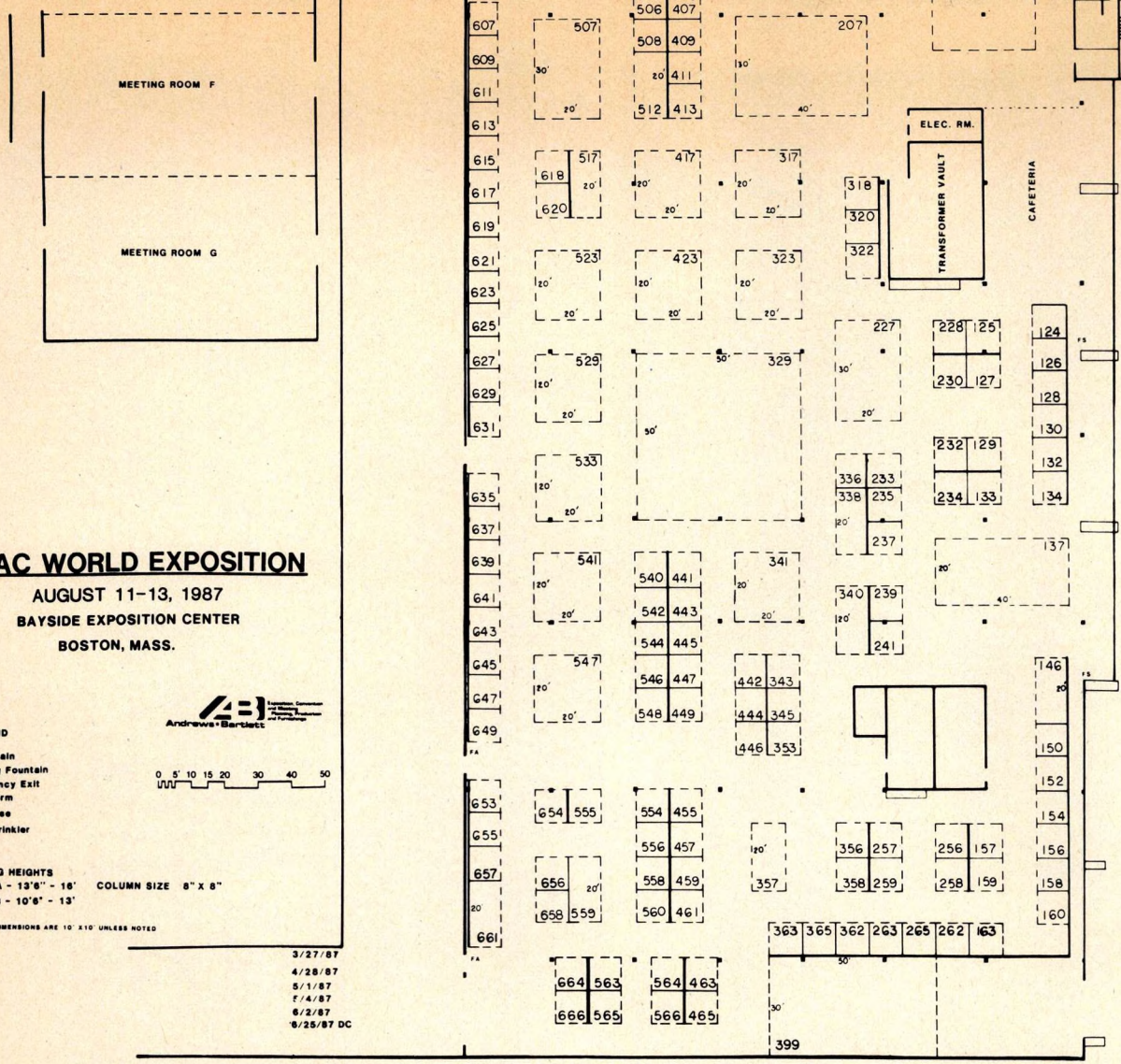

MAC WORLD EXPOSITION

AUGUST 11-13, 1987

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BOSTON, MASS.

Andrews • Bartlett

LEGEND

- D Floor Drain
- DF Drinking Fountain
- E Emergency Exit
- FA Fire Alarm
- FH Fire Hose
- FS Fire Sprinkler
- W Water

0 5' 10 15 20 30 40 50

CEILING HEIGHTS

HALL A - 13'6" - 16' COLUMN SIZE 8" X 8"

HALL B - 10'6" - 13'

BOOTH DIMENSIONS ARE 10' X 10' UNLESS NOTED

3/27/87
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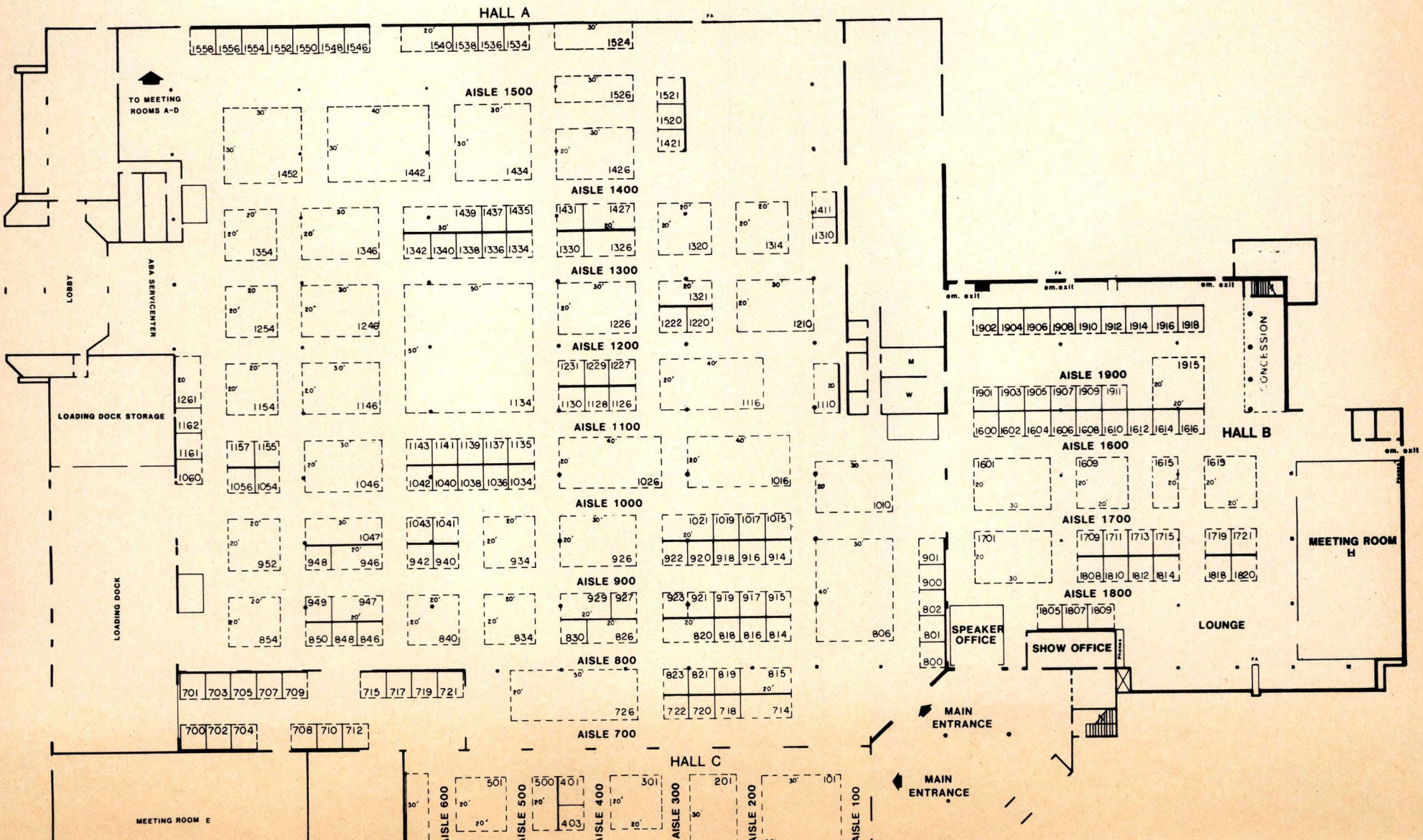
Floor Plan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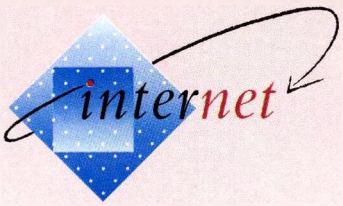

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